

2020 HOLIDAY ISSUE

ENVI



FOR NCITY. BY NCITY



EnVi is a magazine created by fans of global K-Pop sensation, NCT. This fan project is possible thanks to talented writers, artists, journalists, translators, and graphic designers around the world. EnVi is a play on the letters N-V, short for NeoVision.

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NCT 2020 HOLIDAY GIFT GUIDE

By Taylor | @taylor.louise.m, Aimi | @heocaroons, Bre | @brelyndrop, & Mafe | @brekkerxuxi

As the festive season approaches, it's time to look for the perfect present for your special Seasonie friend. To make it easier for you, we've put together the ultimate gift guide that caters to every bias and every budget—because not all of us make the bag on the regular. What better way to end this tough year than give a fellow NCTzen the most fitting of gifts and spread joy to the world? Although we have the holidays in mind, these gifts work for any special occasion!

TAEYONG: ART PENS

It's no secret NCT's leader has his walls and clothes covered in his own drawings. What better gift to represent Taeyong than these paint pens? TyongFs will be able to channel their inner Taeyong by using them to customize their own belongings.



scan me
to shop the product



JOHNNY: MINI POLAROID CAMERA

It's clear to all NCTzens that Johnny really loves photography. He even has his own hashtag, #Johntography, and he's always sharing cool aesthetic pictures on Instagram. A great gift on our wishlist is a mini polaroid camera to capture all our favorite moments.

JAEHYUN: RECORDS

During his NCT DAILY 24 Hour Relay Cam, Jaehyun showed us his growing vinyl collection. A few of his favorites include Chet Baker and Frank Ocean. We suggest starting your own collection with a NCT record!



YUTA: EARRINGS

Sakura earrings are perfect because we know Yuta loves earrings and he used to work at a flower shop.



TAEIL: MOON NECKLACE (WAXING CRESCENT)

The moon is very representative of Taeil and the day he was born was during a waxing crescent. Those born under this moon are cheerful and outgoing, just like Taeil! A necklace with this phase is a sweet reminder of him.



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MARK: GUITAR STRAP

Mark Lee and his guitar are frequently seen together. It's made many guest appearances on NCT Daily Videos including their 24 Hour Relay Cam. This cute guitar strap is perfect for any Markzen wanting to follow in Mark's footsteps and 'pick' up his statement instrument. Plus, it's covered with Maple Leafs, representing his Canadian roots!



JUNGWOO: SNOOPY LIGHT

All Jungwoo fans know how he loves Snoopy and even his fans are named as Snoopyzens! A Snoopy light is such a cute choice to decorate a room with. Imagine all Snoopyzens, including Jungwoo himself, using this!



DOYOUNG: PLUSHIES

Doyoung is very organized and likes to make his living space comfortable and homey. He always has plushies by his bed! We're loving this penguin one—just like his!



HAECHAN: SUNFLOWER SCRUNCHIE

Haechan's name translates to 'Fullsun' and his fans are called 'Sunflowers.' Add a little sunshine to your look with a sunflower printed scrunchie.



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to shop the product



RENJUN: SKETCHBOOK

Renjun's hobby is sketching, and a sketchbook is the perfect gift for fans who want to try sketching too!

CHENLE: BATH BOMB KIT

Chenle and Jisung make up the YouTube vlog Chenji, This and That. They try new foods, play with slime, and sometimes build things. This bath bomb kit is perfect for those who like to tap into their artsy side and reward themselves with a relaxing bath.



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to shop the product

JISUNG: CANDLE MAKING KIT

Jisung is the other half of This and That. One of his favorite segments is making gifts such as key rings and face mask chains for the other members. A candle making kit is a perfect gift for the Jisung fans in your life.



JENO: FITNESS TRACKER

Our sweet Jeno loves to bike and workout. This sleek and affordable fitness tracker is the perfect gift for anyone active and athletic.



JAEMIN: ECO-FRIENDLY REUSABLE COFFEE CUP

Jaemin was scouted doing charity work with his mother, and cares a lot about the world. He also drinks a lot of strong coffee, so an eco-friendly reusable coffee cup is the perfect gift.





TEN: TABLET

Ten is not only a talented artist in the aspects of singing and dancing, but also with drawing. He designed the Rainbow V logo and newly released WayV merchandise. A drawing tablet is the perfect gift to represent him for the 10velies in your life!



KUN: MAGIC CARD TRICKS KIT

Kun loves magic and showed fans his sleight-of-hand skills in Dream Plan. You can learn similar tricks with this magic card trick kit.



XIAOJUN: KARAOKE MIC

Xiaojun is very passionate about music and singing. He's always practicing and singing covers for fans to enjoy. With this mic you can match his level of enthusiasm and try following along with his covers!



scan me
to shop the product

HENDERY: CAT EARS HAT

Hendery's cat ears hat made an impact with the release of Resonance's repackage; Part 2 Departure version. You can wear a similar hat like him with this adorable cat-ears hat!

YANGYANG: LACE BUCKLES

Yangyang is a sneakerhead so these custom shoelace buckles would be a great way to spice up your own kicks.



WINWIN: FRIENDSHIP BRACELETS

Every NCT member loves Sicheng and wants to be close to him—we don't blame them! Friendship bracelets would work really well for a Winwin stan.



LUCAS: RINGS

Lucas just represents a ring so much. He's always wearing and playing with his rings! What better gift for the Xuxi fan in your life than a set of beautiful rings? Plus, they're sustainably sourced and ethically made!



SUNGCHAN: NOTEBOOK

Featured in "90s Love" as one of NCT's newest rappers, this notebook with Sungchan's given jersey number, 27, would be a great choice for any Sungchan fans!



SHOTARO: JUST DANCE 2021

Shotaro is known for his dancing, especially on TikTok. Plus, his challenge for NCT World 2.0 was a random dance play of NCT songs. Just Dance 2021 is the perfect gift for Shotaro fans and includes tracks such as "Kick It" by NCT 127, "Feel Special" by Twice, and "Ice Cream" by Blackpink and Selena Gomez.



NCT a Year in Review (2020)

By Heather | @jaehyuniepot, Sarah Bathke | @randomfandomme,
and Chyenne Tatum | @chyandblack

Saying that 2020 was a monumental year for NCT is an understatement. With comeback after comeback, it felt like they were side-by-side with fans even with breaks in between. The amount of content they managed to consistently gift NCTzens with comes to an outstanding total. From music to social media posts to variety shows, they entertained us all year long.

MUSIC ROUND UP

This year NCT gifted fans **14,819** seconds of music in **4 full albums**, **2 repackages**, and **1 EP**. That's like taking a road trip from Seoul to Busan! With such fantastic songs, it was easy for fans to give back NCT a total of 387,140,592+ streams on Spotify. This isn't even including streams from other music platforms!

Notably, the greatest gift of all this year was the debut of **2 new members** of NCT, Shotaro and Sungchan. Even as we're writing this, they're still feeding Czennies new material! With the year coming to a close, let's look back together on the breakdown of their hard work in 2020.

(Note: All data was collected by 12/11/2020)

NCT

NCT 2020 RESONANCE Pt. 1 - The 2nd Album

Date Released:
October 12, 2020

NCT 2020 RESONANCE Pt. 2 - The 2nd Album

Date Released:
November 23, 2020

Overall Total Time: 1:09:34
+RESONANCE (5:14)

Overall Total Streams: 86,128,425+

NCT 127

NCT #127 Neo Zone - The 2nd Album

Date Released: March 6, 2020

NCT #127 Neo Zone: The Final Round - The 2nd Album Repackage

Date Released: May 19, 2020
Time: 57:55

Streams: 142,339,078+

NCT RESONANCE

Pt. 1 & Pt. 2 - The 2nd Album

+Music, Dance (3:55)

Streams: 3,394,775+

Overall Total Time: 1:01:50

Overall Total Streams: 145,733,853+

SuperM

Super One -

The 1st Album

Overall Total Time: 50:57

Overall Total

Streams: 58,881,382+

NCT's 2020 Spotify Streams

NCT 2020

972,876+

0.3%

SuperM

58,881,382+

15.2%

NCT U

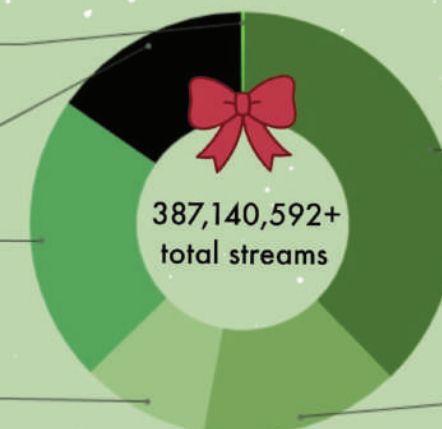
85,155,549+

22.0%

WayV

37,596,813+

9.7%



NCT 127

145,733,853+

37.6%

NCT DREAM

58,800,119+

15.2%

ENVI

WayV

Awaken the World - First Album

Date Released: June 9, 2020

Time: 33:18

+Bad Alive - English Version (3:49)

+Turn Back Time - Korean Version (3:39)

Streams: 32,637,720+

NCT RESONANCE Pt. 1 & Pt. 2 - The 2nd Album

+Nectar (3:19)

Streams: 4,959,093+

Overall Total Time: 44:05

Overall Streams: 37,596,813+

NCT DREAM

Reload EP

Date Released: April 29, 2020

Time: 17:05

Streams: 53,654,220+

NCT RESONANCE Pt. 1 & Pt. 2 - The 2nd Album

+Deju Vu (3:28)

Streams: 5,145,899+

Overall Total Time: 20:33

Overall Total Streams: 58,800,119+

NCT YouTube Recap (2020)

Here's a recap of the videos posted across the NCT/SuperM related YouTube channels throughout their respective 2020 releases. Don't forget to catch up on all the content you might've missed!



Kick It MV:
90M views, 2.7M likes, 389K comments

11 Track Videos (Combined total):
17.8M views, 1.7M likes, 57.1K comments
- Most viewed & most liked:
Dreams Come True with 2.7M views and 245K likes

Covers:
Doyoung cover of IU's "Give You My Heart":
1.7M views, 222K likes, 12K comments

Performance Content
(dance practices, performance videos, The Stage, etc.):
52.6M views, 2.2M likes, 54.5K comments
- Most viewed & most liked:
NCT 127 Kick It Performance Video with 26M views and 720K likes

Variety Content (behind the scenes, all vlogs, unboxing videos, etc.):
26.8M views, 2.7M likes, 125.6K comments
- Most viewed & most liked:
[Un Cut] Take #4 | 'Kick It' Recording Behind the Scene:
3M views and 258K likes

This year, we spent **188.9 million** hours watching NCT 127 content during the Neo Zone era



NCT Dream's "Ridin'", released on April 29, is the lead single from the group's fourth EP titled Reload. The music video has reached 50 million views within eight months and although the track is very hard-hitting with an equally addictive bassline, it's the mix of aggressive and smooth choreography that has us all pressing the replay button over and over.

Ridin' MV:
50M views, 2M likes, 435K comments

4 Track Videos (Combined Total):
11.6M views, 1.4M likes, 54K likes
- Most viewed & most liked:
Love Again with 3.7M views and 386K likes

Covers:
Renjun's cover of Troye Sivan's Fools:
7.4M views, 661K likes, 83K comments

Performance Content
(dance practice, The Stage, face focus cams, etc.):
26.2M views, 1.5M likes, 49.1K comments
- Most viewed & most liked:
Ridin' Dance Practice with 6.4M views and 421K likes

Variety Content (reaction videos, vlogs, games, etc.):
26.8M views, 3.2M likes, 112.2K comments
- Most viewed & most liked:
NCT 127 Reaction to Ridin' with 6.1M views and 479K likes

This year, we spent **122 million hours** watching NCT Dream content during the Reload era.



On May 19, 2020, **NCT 127** released their repackaged album with the lead single, **"Punch,"** shortly after finishing up **"Kick It"** promotions.

The dark and daring music video has gained 33 million views within seven months and even now, we're still loving the old school video game sounding intro and unorthodox composition that left us all dazed and confused from the first listen.

Punch MV:

33M views, 1.6M likes, 475K comments

2 Track Videos (Combined Total):

2.1M views, 404K likes, 17.5K comments

- Most viewed & most liked:

Make Your Day with 1.1M views and 226K likes

Performance Content (Dance practices):

6.4M views, 694K likes, 321.8K comments

- Most viewed & most liked:

Punch Dance Practice with 3.4M views and 285K likes

Variety Content:

24M views, 3.5M likes, 134.8K comments

- Most viewed:

NCT Dream Reaction to Punch MV with 2.4M views

- Most liked:

<Late Night Punch Punch Show> Ep. 1 | NCT 127 Talk Show with 272K likes

This year, we spent **65.5 million** hours watching NCT 127 content during The Final Round era.

AWAKEN
THE WORLD



THE 1ST ALBUM
威神V

WAYV: AWAKEN
THE WORLD

WayV made a splash this summer with their first full-length album, **Awaken the World**. The lead single, "Turn Back Time" was released on June 9, 2020, and has already gained 28 million views in six months. Between its thumping bass and heavy electric guitar dance break, it's safe to say that WayV has taken the word "edgy" to a whole new level.

Turn Back Time MV:

28M views, 1.3M likes, 232K comments

Bad Alive (English version) MV:

12M views, 761K likes, 74K comments

Performance Content (TBT + Bad Alive combined):

13.8M views, 1.7M likes, 86.4K comments

- Most viewed & most liked:

Bad Alive dance practice (Princess Version) with 4.9M views and 612K likes

Variety Content (WayV-ehind, WayV-ariety, WayV-log, etc.):

11.5M views, 1.9M likes, 116.7K comments

Most viewed & most liked:

[WayV-log] Princess Ver. is Loading with 1.6M views and 243K likes

Covers, Compositions, Dance (All Play V content):

4.5M views, 823K likes, 62.2K comments

- Most viewed & most liked:

Xiaojun's cover of Who Are You by Sam Kim with 1.6M views and 241K likes

This year, we spent **69.8 hours** watching WayV content during the Awaken the World era.



SUPERM: SUPER ONE



100 MV:

22M views, 1.8M likes, 187K comments

Tiger Inside MV:

39M views, 1.9M likes, 288K comments

One (Monster + Infinity) MV:

23M views, 1.1M, 107K comments

Performance Content:

41.4M views, 148.8K comments

- Most viewed:

Tiger Inside Dance Practice with 11M views

Variety/Special Content:

21.5M views, 93.4K comments

- Most viewed:

SuperM Midterm Exam: MARK BAEKHYUN
with 2.5M views

MTopia Full Episodes:

12.2M views, 935K likes, 36.4K comments

- Most viewed & most liked:

Among SuperM, who are having a blast in water, there's a pro hidden surfer? | Ep. 03

This year, we spent **159.1 million** hours watching SuperM content during the Super One era.

Saving the world once again, **SuperM** returned in August to begin their new era with their first full-length album, **Super One**. The multitalented group dropped their first pre-release single, **"100"**, on August 13, 2020, and now has over 22 million views. A few weeks later on August 31, SuperM cranked up the heat with **"Tiger Inside"**, the second pre-release single album and a true contender to what easily could've been a lead single on its own with 39 million views.

Finally, nearly a month later, fans were more than ready to receive the lead single and music video for **"One (Monster + Infinity)"** on September 24. With an instrumental as grand as the Marvel Cinematic Universe, the members of SuperM have officially claimed their "Avengers" status in K-Pop -- all while donning glorious black and green outfits reminiscent of Marvel's notorious Loki attire. "One" currently stands at 23 million views.



NCT 2020: RESONANCE PT. 1



Kicking off the most ambitious project in the K-pop industry to date, all three units united for the first time and welcomed two newcomers into the NCT universe -- Shotaro and Sungchan. Together, all 23 members collaborated on the epic two-part album titled, NCT 2020: Resonance.

Part one began on October 12, 2020, with the first **NCT U** single, **"Make A Wish (Birthday Song)"**. Within exactly one month of its release, the hip-hop and dance-heavy track became the fastest music video by any SM Ent. group to reach 100 million views and is now sitting at 124 million.

The second single from part one, **"From Home"**, was released on October 19, 2020, and has already garnered 47 million views within nearly two months -- a feat that can be hard to accomplish for a K-pop group, considering how the industry is so reliant on fun, upbeat, and experimental styles. However, nothing says 'home' like a warm ballad from some of our favorite vocalists, singing in their respective first languages.

NCT U Make A Wish (Birthday Song) MV:
124M views, 2.8M likes, 727K comments

NCT U From Home MV:
47M views, 1.6M likes, 345K comments

2 Track Videos (Combined Total):
49M views, 1.8M likes, 226K comments
- Most viewed & most liked:
NCT U's Misfit
with 27M views and 1M likes

Performance Content:
10.3M views, 874K likes, 28K comments
- Most viewed & most liked:
Make A Wish (Birthday Song)
Dance Practice with 9.5M views and 682K likes

Variety Content:
39.5M views, 6.5M likes, 241.9K comments
- Most viewed & most liked:
REACTION to "Make A Wish (Birthday Song)"
MV | NCT U Reaction
with 2.9M views and 371K likes



RESONANCE PT. 2



90's Love MV:
56M views, 1.7M likes, 488K comments

Work It MV:
31M views, 1.2M likes, 224K comments

2020 Resonance MV:
44M views, 1.7M likes, 446K comments

From Home (Rearranged Version) Video:
3.2M views, 736K likes, 70K comments

Performance Content:
8.6M views, 1.5M likes, 63K comments
- Most viewed & most liked:
NCT U's 90's Love Dance Practice
with 2.7M views and 354K likes

Variety Content:
11.3M views, 1.9M likes, 77.7K comments
- Most viewed & most liked:
Reaction to 90's Love MV | NCT U
Reaction with 1.5M views and 245K likes

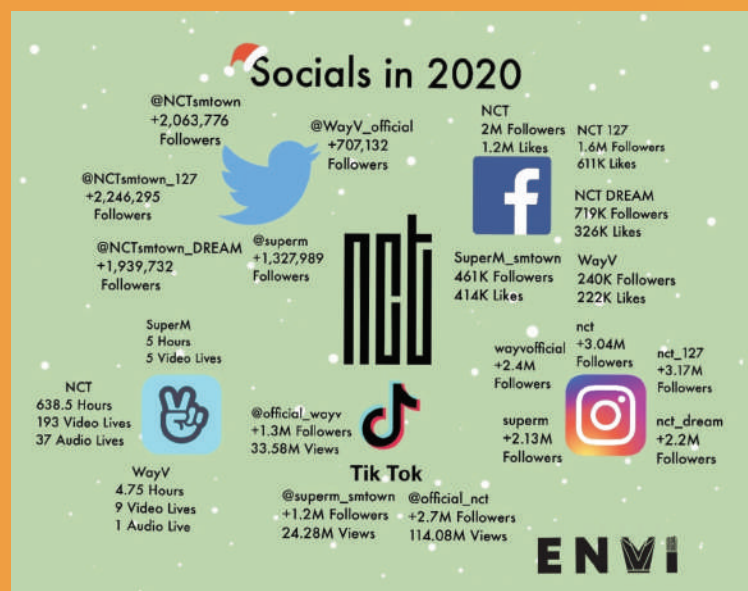
After just barely coming down from the amazing high of Resonance Pt. 1, part two kicked off on November 23, 2020, with **"90's Love"** and **"Work It"**, which was released a few days later on November 27. Within a few short weeks, the two singles have already gained 56 million and 31 million views, respectively.

Closing out this grand era, we saw the finale single, **"Resonance"** (a combination of four NCT U tracks), get its own release on December 4, 2020, and a rearranged version of "From Home" on December 6 -- the same day the group appeared and performed at the MAMAs. Within a week, "Resonance" currently has 44 million views, while the nostalgic "From Home" rearranged version has 3.3 million.



This year, we watched **423.9 million** hours worth of NCT content throughout the entire 2020 Resonance era.

SOCIAL MEDIA



Stand Outs

@NCTsmtown was the **#6th** most tweeted about musician in the US this year

@NCTsmtown was the **#6th** most tweeted about K-Pop group in the world

@official_nct's

- Most Liked + Viewed TikTok:
Shotaro, Lucas and Xiaojun #MakeAWish Challenge
3.2M Likes
16.9M Views

@official_wayv's

- Most Liked TikTok
"I Can Show You the World"
by Lucas and Xiaojun (10/31/2020)
1.5M Likes
- Most Viewed TikTok
1st TikTok by Ten, Winwin, Lucas and Yangyang (9/13/2020)
5.1M Views

@superm_smtown's

- Most Liked + Viewed TikTok
Mark, Ten, Taemin and Lucas #TigerInsideChallenge
1.1M Likes
4.3M Views

Youtube Subscribers Gained in 2020

NCT: +1,497,000 (59% increase)
NCT 127: +1,270,000 (54% increase)
NCT DREAM: +1,055,000 (54% increase)
WayV: +1,070,000 (50% increase)
SuperM: +1,263,000 (63% increase)
Daily: +1,870,000 (53% increase)
Music: +851,000 (46% increase)
Dance: +830,000 (44% increase)

NCT has done a lot this year, and looking at their growth as a group, both in members and achievements, shows that 2020 has been momentous for them. Much of this growth can be seen in their social media followings as the NCTzen fandom has grown in 2020.

On Twitter, the NCT 127 account gained 2.2 million new followers, NCT Dream gained 1.9 million, WayV gained over 700,000, and the overall NCT account gained just over 2 million new followers. This growth came with more people talking and tweeting about NCT, making them the sixth most tweeted about musician in the U.S. this year, and the sixth most tweeted about K-Pop act in 2020 worldwide. On Instagram, NCT 127 held the title for second most followed K-Pop boy group for much of the year with a growth of 3.17 million new followers. Additionally, the NCT account gained 3.04 million new followers, WayV gained 2.4 million, and NCT Dream gained 2.2 million.

This year, the platform TikTok soared in popularity, especially with dance trends. It was a perfect place to post both goofy videos and dance challenges for comeback promotions, so both a WayV and an NCT TikTok account opened this year. Within just this year, WayV has gained 1.3 million followers on TikTok, wracking up over 33.5 million views on the whole account. Their most viewed video is the very first one they posted with 5.1 million views, but their most liked TikTok with 1.5 million likes is of Lucas lip syncing to "A Whole New World" to Xiaojun during "Make A Wish" promotions. Over on the whole NCT account, they've gained 2.7 million followers and a whopping 114.08 million views across all their videos. The most viewed and liked title goes to Shotaro, Xiaojun, and Lucas's #MakeAWishChallenge with 16.5 million views and 3.1 million likes.

Beyond just posting on social media, NCT used Vlive to connect with fans globally in an amazing way. They were involved in four Beyond Live concerts—one for each subunit and one for SuperM—the first of their kind during the pandemic, featuring Augmented Reality (AR) technology and fancalls. These concerts were a huge success for NCT, with NCT 127 even garnering 104,000 paid live viewers.



AWARDS + RECOGNITION

At the end of each year, all eyes in the music industry are drawn to the award ceremonies which recognize the standout artists. With comebacks in every unit and momentous growth, NCT's efforts this year have paid off.

All subunits took home an award at the Asian Artist Awards, and the twenty-three member group took home the daesang for Album of the Year for Resonance as well. Beyond that, they won several awards at MAMA, were nominated at the Melon Music Awards, and are currently nominated at the Golden Disc Awards and the High1 Seoul Music Awards. They've had an amazing year full of achievements and success.

NCT

- Certified Million Sellers
- Resonance as Album of the Year (AAA)
- Favorite Male Group (MAMA)
- Worldwide Fans' Choice Top 10 (MAMA)

NCT 127

- Best Artist Award (AAA's)
- National Assembly Culture, Sports, and Tourism Committee Chairman Award (2020 Newsis K-EXPO Camp in Concert)
- Popularity Awards (Vietnam) (4th Ten Asia Global Top Ten Awards)
- Best Global Artist in the First Half of 2020 (4th Ten Asia Global Top Ten Awards)

NCT DREAM

- Best Emotive Award (AAA's)
- Hot Performance of the Year (Gaon Chart Music Awards)
- Bonsang Award (Soribada)

WayV

- Asia Celebrity Award (AAA's)
- Favorite Asian Artist (MAMA)

According to Spotify's #2020ARTISTWRAPPED, NCT 127's music has been played in 92 countries further cementing their global group status. In fact, they were streamed so much they came in at #9 on Spotify's Top 10 Most Streamed KPOP Artists Globally.

Billboard

Year End Chart Billboard 200 Albums
#200 NCT#127: Neo Zone, The 2nd Album

Year-End Charts World Albums
#3 NCT127 Neo Zone
#7 SuperM The 1st Album Super One
#8 SuperM The 1st Mini Album "SuperM"
#11 NCT 2020 RESONANCE Pt.1

Year-End Chart World Albums Artists
#2 NCT 127
#3 SuperM
#7 NCT

Year End Chart Social 50
#3 NCT 127
#14 NCT DREAM
#18 NCT
#26 SuperM
#37 WayV

Year End Chart Tastemakers Albums
#14 NCT 127 NeoZone
#23 SuperM Super One

NCT 127

STREAMS
350.7M
HOURS
18.8M
LISTENERS
12.3M
COUNTRIES
92



Spotify for Artists #2020ARTISTWRAPPED

TOP K-POP ARTISTS GLOBALLY

Spotify #2020WRAPPED

1. BTS
2. BLACKPINK
3. TWICE
4. Stray Kids
5. Red Velvet
6. EXO
7. SEVENTEEN
8. IU
9. NCT 127
10. (G)I-DLE

Year End Chart Independent Albums
#20 NCT 127 NeoZone
#43 SuperM Super One

Year End Chart Top Current Album Sales
#13 NCT 127 NeoZone
#24 SuperM Super One
#42 SuperM 1st Mini Album SuperM
#71 NCT2020 RESONANCE Pt.1

MUSIC SHOWS

NCT'S TOTAL MUSIC SHOW APPEARANCES BY SHOW = 65

Inkigayo (SBS)	Music Bank (KBS)	Show! Music Core (MBC)	The Show (SBS MTV)	Show Champion (MBC Music)	M Countdown (Mnet)
18	20	18	2	2	5



For each comeback, NCT performed on official Korean music programs a total of 70 times. They stole our hearts each stage with slick choreographies and stylish outfits. As special thanks for their hard work NCTzens came together to grant them 10 trophies to take home. In addition MC Jaehyun hosted 40+ Sundays this year on SBS's Inkigayo!

TOTAL STAGES BY SHOW = 70



VARIETY SHOWS

NCT spent 34 hours, 47 minutes, and 24 seconds making us laugh in 7 official variety shows. Not to mention they also made several guest appearances on other shows such as Weekly Idol and Knowing Bros. You could spend a whole day straight binging their episodes and still not finish watching!

NCT Life in Chuncheon and Hongcheon (5:05:43)
- 18 episodes + 1 Extra paid episode

NCT Life: DREAM in Wonderland (4:58:05)
- 12 episodes

Bu:QUEST of NCT Dream (2:51:39)
- 8 episodes

WayVision (5:04:24)
- 12 episodes

Mtopia (6:10:43)
- 12 episodes

SuperM: As We Wish (2:30:23)
- 2 episodes

NCT World 2.0 (7:05:04)
- 8 episodes

Guest Appearances
- Knowing Bros Ep. 245
- SuperM (1:30:29)

Weekly Idol
- 127: Ep. 452,453,462
- Dream: Ep. 460
- Johnny + Haechan MC: Ep. 478
Total: 4 hours, 30 minutes, 37 seconds

Idol on Quiz Ep. 18
- Doyoung, Jungwoo, Haechan, Chenle (47:13)

Life Corp Ep. 8
- WayV (14:02)

Idol Battlegrounds - NCT Dream
- 4 Ep. (1:26:25)

Idol Star Athletics Championships 2020 Lunar New Year
- NCT Dream Archery, Gold

Idol eSports Athletics Championships
- NCT Dream Jisung, Jaemin, Chenle, Renjun (PUBG)
- NCT Jungwoo, Jeno, Taeil, Haechan (KartRider)

LIVE CONCERTS

SuperM Beyond Live:
Over 75,000 paid live viewers

WayV Beyond Live:
N/A

NCT Dream Beyond Live:
N/A

NCT 127 Beyond Live:
104,000 paid live viewers



As Mark Lee said in one of NCT's acceptance speeches at the 2020 MAMA's "They say that 2020 has been one of the worst years ever, but I hope our NCTzens won't think that way." NCT spent hours with NCTzens performing, talking, and more. It's been an amazing year for NCT and 2021 will be even bigger.

Aside from their Beyond Live concerts, NCT also spent an amazing amount of time with fans on Vlives just chatting and catching up. Some were comeback specials, others birthday lives, and some were just because they wanted to spend time with NCTzens. Split between 37 voice and 193 video lives, the members spent an amazing 638.5 hours with NCTzens on live this year. This doesn't even include the Instagram lives we got from members, or the lives from the SuperM channel and older members. NCT truly tried their best to connect with fans this year, despite the circumstances separating us all.

One of these lives sticks out among the rest, and that is the "NCT 2020 RESONANCE LIVE EVENT "WISH 2020." It was the live that introduced the two new members—Sungchan and Shotaro—to NCTzens, as well as the subunits for the NCT U title tracks in Resonance Pt. 1 and Pt. 2. Fueled by the excitement of NCT 2020, NCTzens gained NCT 12.5 million viewers and an astonishing 2.3 billion hearts by the end of the live. The live became the third most liked live on Vlive ever. Their comeback lives are surely going to keep growing as the fandom does and as the group expands.



Photos : courtesy of SM Entertainment

NEO GOT MY BACK

BY: @brekkerxuxi, Mafe Morales | @minionyuta_,
Veronica Espinal | @singularityjem, Mafe Ramos

As this difficult year comes to a close, and we're reflecting back on moments both high and low, comforting words from NCT come to mind. Here are some special messages, words, and advice the members have said to make czennie feel better in hard times.
Photography by SM Entertainment

TAEIL



"I believe if you put in some effort, your dreams will come true."

NCT DAILY:
NCT 127 DAY

JOHNNY

“

To everyone out there I just wanted to say that whoever is listening (reading) this is absolutely beautiful and there is nothing you need to change in your appearance, you're already as perfect and unique as you are, don't let anyone tell you differently.

NCT NIGHT NIGHT

TAEYONG

“

Your efforts will never betray you, all your efforts will pay off."

NCT DAILY: NCT 127 DAY



"Life is hard... no it's not that life is hard, but that there are just difficult moments, and there will always be difficult times, and if you keep on feeling tired then it is not your fault, it's the situation to blame, so don't blame yourself for it."

VLIVE 2020.08.25

KUN

“

Everyone has their own talents. Everyone is useful, you have different talents and abilities. Every human being has been blessed with different abilities. Don't worry, you should experience many things, go for it!"

WAYV-ARIETY: TAKE YOUR WORRIES AWAY

DOYOUNG

“

Most people say that if you don't give up and work hard, you'll achieve your goals, but I'd like to say something different, **work at your own pace.**"

NCT DAILY: NCT 127 DAY

JAEHYUN

“

For those who want to make their dreams come true: no matter what, believe in yourself, and love yourself."

NCT DAILY: NCT 127 DAY

LUCAS

“

As long as you think it through and think happy thoughts, and don't keep thinking about the stress, you can share your worries with your friends, then you'll be happy. It's actually very simple!"

MISS TUESDAY YOYO
BURBERRY INTERVIEW

WINWIN



"I also hope that while loving me, you have to love yourself too at the same time. Don't be too tired, don't over exhaust yourself, to spend happy and fulfilling days"

WEIBO BIRTHDAY UPDATE

MARK



To those who want to achieve their dreams, I want to say this: **Please stay positive and persevere. You can do it"**

NCT DAILY: NCT 127 DAY

YUTA

“

If there is something you want to do or want to achieve, believe in yourself until the end."

NCT DAILY: NCT 127 DAY

"Many people tend to believe in what is visible. But I tend to think that you have to look at the things deep within you... I think what you're content with becomes your identity and style."

MEN'S NOM-NO, FINDING MY STYLE WITH NCT

TEN



"Don't overwork yourself, because you know yourself, you know your limits. If you are hurt just say, 'Okay, I'll take a rest.' Don't worry about you being behind others."

WAYV-ARIETY: TAKE YOUR WORRIES AWAY

JUNGWOO

“

I believe that anyone who works hard to achieve their dreams will get there. Good outcomes come from good effort."

NCT DAILY: NCT 127 DAY

XIAOJUN

“

You can't give up, you have to just believe you can do it. Maybe it's sad and you're upset, but take a breath and just do it again."

FAN MEETING

HENDERY



In fact, you already have an amazing strength because you know it yourself. Knowing which part of yourself you're lacking is also an amazing strength, there's many times when people don't know their own problems, but you know it. Since you know it like this, you remember the time you lost your confidence, you think of the problems during that time and search for a good method to solve them. It will certainly help you.

WAYV-ARIETY: TAKE YOUR WORRIES AWAY

JENO



We will never stop delivering our music to the young adults who strive hard for their dreams."

NCT DREAM THE STAGE

JAEMIN



"If what you want to do doesn't work out, keep going with the best of your abilities."

ARENA HOMME JULY
ISSUE 2020



JISUNG



Dominoes are a bit like life, you fail if it's all collapsed but you can build it up again"

NCT DAILY: PLAYING
DOMINOES

HAECHAN



If you want your dreams to come true, then dream that dream, remember it, and make plans to get there, if you go step by step your dreams will come true."

NCT DAILY:
NCT 127 DAY

"Have you ever put the puzzles together by any chance? I think it'll be really good to put the puzzles together these days. As you focus on putting each piece together, all trivial thoughts would be gone and I think you'll be satisfied as you see the completed puzzle. I think that puzzles are similar to our life, whether it's your memory when you were young, those moments when you feel good or sad, memories with friends, I think all the pieces put together became the me I am now."

HAECHAN RADIO EP.3
"RELOAD" MOMENT IN
LIFE

YANGYANG



There's no dream that you can't achieve, every dream can come true, 'going to the moon,' for example can come true if you try hard. Don't think that you can't do it, try anything."

WAYV-ARIETY: TAKE
YOUR WORRIES



RENJUN



There are some things you cannot change, but what's important is how you see it, if you see something bad, no matter how pretty they look, everything will look bad, but if you try to see it with a good filter, everything will become beautiful, just change your perspective." ."

VLIVE 2020.11.28

CHENLE



Everyone will meet the right person for them. Maybe you're not fated with that person. So you might find someone better later on."

20.03.19 CHENLE RADIO
YUEDONG SEOUL



TO SHOTARO
& SUNGCHAN:

For the new members whom we just got to meet, we wish you all the happiness and success. We hope you find your place in the NCT family. Nctzens are ready to support you and learn more from you. We hope your future is bright and full of good and positive things.

Shotaro, Sungchan, good luck in your future with NCT we are looking forward to it!

AUTUMM/ WINTER TRENDS

2 0 2 0 - 2 0 2 1



Photo Source:
SM Entertainment

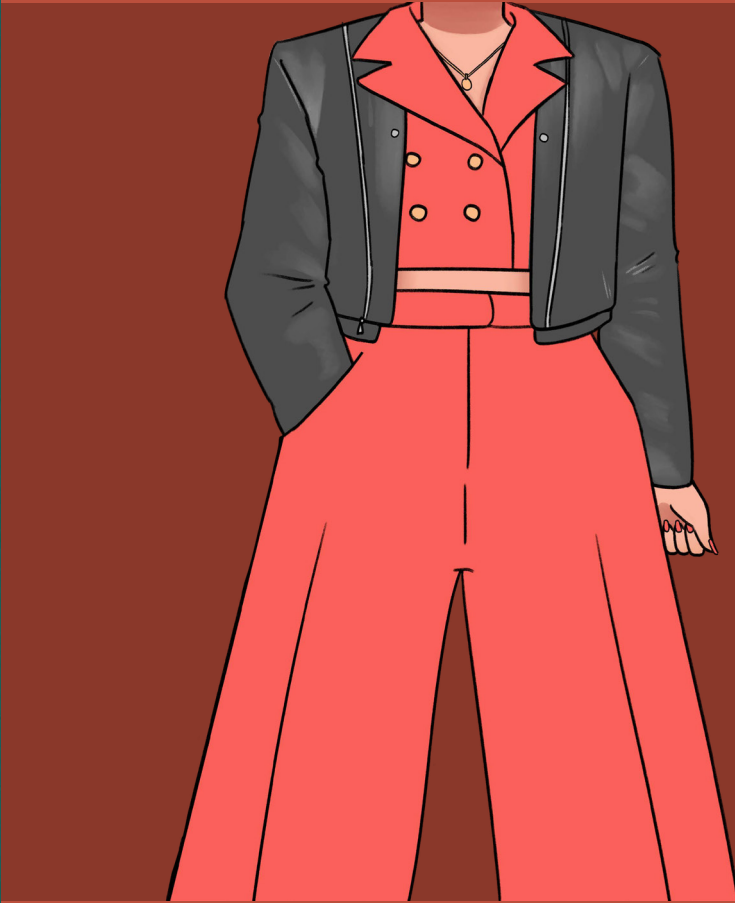
With the arrival of the Arrival teaser photos, we saw a complete flip from the Departure version fashion. Many of the trends spotted in the photos were major runway trends this Fall 2020 season. Here is a breakdown of the fashion trends with a makeup roundup to match your NCT bias! There is something for everyone from Leather to Pink so that you can “shine bright” during your holiday celebrations!



Photo Source:
SM Entertainment

R

Undoubtedly, one of the key elements of the Arrival version photos was the color red. The runways this season were alert with shades of red gracing them repeatedly. The color was spotted at Off-White, Givenchy, Tom Ford and MSGM to name a few. Sarah Burton, creative director for Alexander McQueen, dubbed her shade of red as “carnelian.” Spotted on the



E D

runway multiple times this Fall/Winter season, crimson hues captured the hearts of fashion moguls and NCTzens alike.

To incorporate this trend into your holiday attire, you could opt for an all-red outfit for a bold look like Taeyong and Winwin’s outfits. For a more subtle effect, throw a red full sleeve t-shirt under a black coat like Shotaro.

E M -
B E -
L L I -
S H -
M E N T



Another trend spotted numerous times on the runway was gold details. Sparkling under the light on the runway, it was certainly engraved in the heads of the audience. With Dior closing with an embellished coat, we can surely say that this trend is the show stopper.

To get this look, go for an entire embellished look resembling Kun or Jaehyun. If a total bedazzled look isn’t your thing, add the gold element to one of your pieces like Lucas.



Photo Source:
SM Entertainment

LEATHER
LEATHER
LEATHER

Leather has gotten a makeover this season to fit into almost every runway. It honored the runway at many brands like JUUN.J, where it enjoyed a colorful facelift, and at Wooyoungmi, where leather coats adorned the runway. Leather proved to be one of the most versatile materials and surely is a hit this season!

Go for a black biker jacket over a bold base, preferably red to match Ten, or choose a bold leather jacket to get Jaemin's look!



Photo Source:
SM Entertainment



Photo Source:
SM Entertainment



Photo Source:
SM Entertainment

PINK



You have surely heard of 'Men in Black' but this season, it's Men in Pink. Shades of pink graced the runways at various shows from heritage-rich labels like Louis Vuitton to the new favorite, Jacquemus. Pink is here to stay, with all its shades. It certainly made its way to the Arrival teasers, complimenting nicely the bright red with a softer, more muted tone of fuchsia.

Steal the idea by wearing a full two-piece suit like Sungchan or just give your outfit a unique pop of color like Yangyang!



RECONSTRUCTED CLASSICS

Take up simple pieces and give them a new life. A lot of the pieces NCT wear have been reconstructed into different forms giving them a new meaning and depth. Classic pieces get a makeover with modern silhouettes to match the digital era.

Go out of the box by using items where they don't belong. Layer a leather jacket over a blazer like Ten or wrap a scarf around to resemble Mark. Double lapels and leather straps are encouraged! It's about using different textures and experimenting. Silk is definitely something to add to your outfit this season.

Photo Source:
SM Entertainment

MAKEUP



Photos Source:
SM Entertainment

Although NCT hasn't been experimenting so much with makeup in their more recent concepts, the warm metallic eyeshadow was definitely a recurrence in all of the Resonance teasers, especially in Arrival. Showing up in the runways with names such as Tom Ford and Lutz Huelle, the smokey shiny look is a guaranteed presence this season. Another very much present theme has been soft smokey brown eyeshadow, almost like a contour for your eyes.

Get inspiration from Jaemin's makeup, with an almost glossy copper-gold lid and smokey liner, for a simple yet glamorous look for the holidays. Or, for a more natural yet chic vibe, a soft shade of brown like seen on Winwin and Kun!

NCT: THE YEAR AHEAD

BY: @18kst, Diana

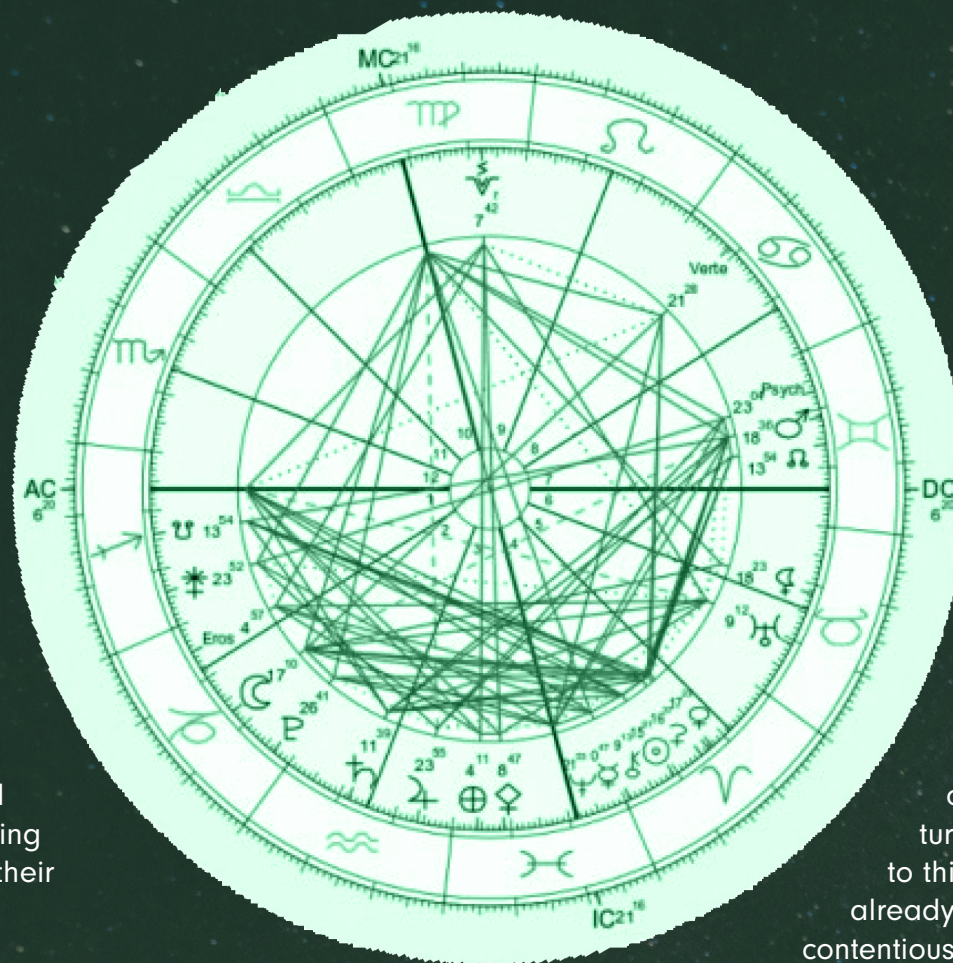
The solar return chart is calculated in a similar way to the natal chart, however, the solar return chart looks at the chart for when the sun returns to the same exact position it was in at the time something or someone was born. It is primarily used as a tool to understand what might be coming up for the next year. In this article, team EnVi will take a look at what the 2021 solar return has in store for NCT.

The ascendant of NCT's 2021 solar return chart is in 6° Sagittarius. Sagittarius is a sign that represents expansion, growth, learning and wisdom. These themes will dominate their 2021 as a group. The degree itself is paired with the image of cows browsing in the sunshine, and symbolizes peace, calmness and contentment. The ruling planet Jupiter is located in the third house, which indicates that a focus of this upcoming year is likely their local communities and relationships with their peers. The south node is at 13° Sagittarius, which indicates useful information about themselves and their hardworking nature. However, last year they focused too much on their idea of

things rather than listening to others, and they ended up damaging their relationship with their fans because of this.

Their second house cusp sits at 8° Capricorn. The degree indicates an enthusiasm for growth and trying new things, but failure due to impulsiveness and recklessness. Capricorn's ruling planet, Saturn, represents boundaries and limits. With the second house cusp at this degree, the group needs to be mindful of their values, style and finances. The moon, Saturn and Pluto in this house indicate emotional emphasis, inner turmoil, and the destruction and rebirth of their confidence. Emotionally speaking, this may be a difficult year for them. Those who do not have a strong sense of self-worth will spend the next year working to improve it.

The moon at 17° Capricorn indicates strife, tradition and discord, which adds a



layer of turmoil to this already contentious placement. The moon is in detriment in Capricorn because it is in the sign opposite the planet's representative sign, which makes this even more challenging for them. Pluto at 26° is a critical degree in this sign, and it suggests a quiet, intrinsic transformation. This will be a challenging and raw experience, but it will ultimately be for the best. The moon conjunction with Pluto will add to the intensity of the chaos they experience during this year. Moon squaring Venus and the Sun indicate that this transformation will be more painful if they try to avoid this and indulge themselves in escapism.

Saturn sits at 11° Aquarius, which indicates a sense of restraint, willfulness, strength and freedom seeking. Saturn is in its domicile when it is in Capricorn or Aquarius, so this will be slightly less challenging but Aquarius is also ruled by Uranus, which is the planet of rebellion and shock. They may try to avoid this change, but it is necessary to their growth. Saturn makes a sextile to the ascendant, Sun and Venus, and it trines Mars in their seventh house. This will likely make this easier to handle, and they will have help from outside sources, including their fans and from each other, as long as they handle this in a mature way.

Their third house is in 15° Aquarius. Their local community and peers will likely be diverse in opinion or views, and they will be associating with many who are different from them this coming year. This also suggests communication that is thoughtful, logical, mature and overly logical at times. 15 degrees in this sign represents inspiration, spirituality and awakening. Jupiter is at 23° Aquarius, which represents capability and popularity, but self-doubt and adversity. They will likely learn a lot from their peers this coming year, and foster good relationships with them. Jupiter is trine Mars, so they will be luckier if they initiate things with their peers and proactively develop their relationships with others. The ruler of the third house is in the second house meaning much of their

community will likely affect or self- their values, finances or worth.

Their fourth house, which deals with family, emotions and private life, starts at 21° Pisces. They have a stellium in this house with three planets in Aries, so this coming year will likely force them to do a lot of self-reflection. They also have the asteroid Chiron in this house, which can indicate long-term wounds. What they experience this year will definitely impact their self-worth in the long run. It is possible they could debut a new subunit, but this will likely be more internal, rather than being indicative of an external event. 21° in Pisces represents men's unfastening due to a weakness. It also represents warning and threat in general. Neptune is in the same degree, so the effect is doubled because this planet already represents weakness, deception and misunderstanding. Their ruling planet is in the third house, so they will likely do a lot of reflecting about what they say, and their lyrics will be more personal in 2021.

Mercury is in 0° Aries. This is a critical degree, especially because it is in the cardinal sign Aries. It is possible that Mercury will be more powerful than usual, and they will be more outspoken and direct about their feelings this coming year than they normally would be. They will likely do more thinking about their

situation and self-reflection. The sun is at 15° Aries, which indicates a devotion to self-improvement and seclusion. Introspection and self care are major themes for this coming year, considering the Sun makes a conjunction to Venus. Venus at 17° indicates peace, amity, and being beloved. The sun and Venus trine the ascendant, indicating that the self-care will make this year a lot easier for them to handle. These planets make a sextile to Mars, which indicates that taking an active approach and knowing when they need to prioritize themselves will benefit them.

The fifth house cusp in this solar return chart is at 21° Aries. This is a degree of instability, weakness, and discrediting. This effect is heightened with Uranus, the planet of erratic behavior, instability and rebellion, in this house. Their concepts will likely be more experimental, and they may try lots of different and innovative styles with their comebacks in 2021. They may also be unsure of themselves because of the direction that their music is taking. They must stay true to themselves in order to counteract this instability and anxiety-inducing change. Uranus is at 9° Taurus, which is a critical degree for a fixed sign. This amplifies the lack of stability that they might feel next year.

Their sixth house begins at 15° Taurus. Their ruling planet is in the fourth house; this indicates that much of their daily routine or work will likely involve reflecting on themselves and the past, and make their projects have a more personal touch. The 15th degree of Taurus indicates early advantages, but resting on their laurels may create issues for them. They cannot become too secure in their routines or work; this will create issues for them if they become too complacent in where they are at the moment.

The descendant sits at 6° Gemini. This house

deals with others' perceptions, business partnerships, open enemies and supporters. The sixth degree of Gemini indicates peace, thoughtfulness, kindness, peaceful relations and few disappointments. This indicates closer relations with their supporters and partners in the coming year. The north node is at 13° Gemini, which indicates that others around them have a covetous nature and a deal of caution and self-regard. The solar return positions Mars at 18° Gemini, which indicates perilousness, betrayal and lacking help. This indicates that their enemies might become more hostile, or NCT will become more defensive with other people this year. Keeping their defensiveness in check will help them maintain good relationships with those close to them. There are some challenges, but they will be able to overcome them if they are mindful.

The eighth house cusp, which deals with shared resources and investments is in 8° Cancer. The image that represents this degree is a small village seated in a fertile valley, which represents peace and humility. There will likely be little focus on others' resources or values as there are no planets in this house, and the ruler falls in the second house. Whatever they get out of their own values, self-worth, possessions or finances will impact what others see regarding their value or potential. This gives them more control over their future, rather than having to rely on other people. It sets them up to be more independent and trustful of themselves.

Their ninth house starts at 15° Leo. This degree of Leo represents impulsiveness, stubbornness, a warm-hearted nature, generosity and enthusiasm. They have no planets in this house, and the ruling planet is in the fourth house. This indicates that they may spend more time at home

rather than abroad and focus on doing

well domestically. This may also indicate that they are setting up a new unit for future debut in the following year in another country. The ruling planet in fourth house also indicates that their beliefs and philosophies this year will be shaped by looking within themselves, and they will shine the brightest by being honest with themselves about who they are. It is also likely that they wish to become more confident in themselves and expand their knowledge, which requires self-reflection to achieve this during this year in particular.

Their midheaven or tenth house is in 21° Virgo. This degree is challenging, as it indicates being susceptible to flattery, vanity and a potential downfall that can occur if they do not think through their decisions. Virgo is a sign of perfectionism, and the house where it falls is where the native is most critical of themselves. This can indicate that they will be worried about the direction their career is going, their reputation or what opportunities they have. Ideally, they would like to be seen as professional, versatile, and talented both in musical and performative capabilities. They may also worry about their image online. The ruler of this house is in the fourth house, so they will likely be paying attention to their reputation and what Korean netizens have to say about them.

Their eleventh house is at 21° Libra, which represents their online audience, other K-pop artists and their fans in general.

This degree in Libra translates to indulgence, carelessness, living in dreams of the future and ignoring their duties. It is possible they take their online audience for granted and have a false sense of security regarding

them. This has been emphasized for much of this analysis, but self-reflection is a major theme for this new year and it will help fulfill their wishes in the long run. It feels like they know they have some work to do regarding their brand, but they need to re-evaluate what they are doing to determine what happens to them from here on out.

NCT's solar return chart has the twelfth house cusp positioned at 15° Scorpio, with the ruling planet falling in the seventh house. This degree represents generosity, benevolence, self-awareness, spiritual growth and charity. This is indicative of a kind nature, and this is likely to be reflected by their behavior. The ruling planet is in the seventh house, so it is likely that they will be very concerned with their relationships with other people and treating them with fairness. Scorpio is a sign that also deals with worries and secrets, and the twelfth house deals with hidden enemies, but the lack of planets in this house leads me to believe that there will not be too much trouble that they are not already aware of. Ideally, they should make sure not to borrow trouble and worry about things out of their control.

To summarize this analysis, 2021 will likely be more focused on NCT's domestic audience, developing their identities, evaluating what is important to them, and doing some self-reflection. 2020 has been a challenging year, and they have certainly faced challenges, including self-inflicted ones. 2021 will be transformative for them as people, especially regarding their private lives. They'll learn more about themselves, change drastically, and figure out what really matters to them.



BY: @DavonnaDarling, Davonna Gilpin

BOA:

QUEEN OF K-POP

"It requires great courage and challenge to take the road not taken" the 2020 Mnet Asian Music Awards kicked off their tribute to K-Pop pioneer and musical icon BoA. "Here is a girl who courageously stepped into a world that no one has ever been to."

As BoA and her juniors danced through a brief medley of her greatest hits, it barely encompassed the sheer impact BoA has had on the Korean music industry, nor the hardships she had to endure as she broke down barriers and helped pave the road less travelled.

Photo Source:
SM Entertainment



Photo Source:
SM Entertainment

THE EARLY YEARS

In 1998 at the ripe age of 12, Kwon Boah followed her older brother to his talent audition for SM Entertainment. While her brother didn't make the cut, the judges were intrigued by Boah and even more impressed by her dancing. After two years of rigorous training (including learning Japanese and English), and a 3 million dollar investment, Boah was deemed ready by SM Entertainment founder Lee Sooman to become the company's first solo woman pop star.

Now going by stylized stage name BoA, she recorded her first album at age 13 while still attending her eighth grade middle school classes. Two months shy of her 14th birthday, on September 3rd 2000, BoA made her debut on SBS' Inkigayo with her lead single "ID; Peace B."

She was an instant success: intense choreography, stable vocals, and a sweet, charming personality made BoA the darling of the K-Pop music industry. As originally planned, SM Entertainment pushed BoA into Japanese music market, first testing the waters with a mini album that sold moderately well. Knowing the best way to break into Japan was to integrate into their society and master the language, SM and BoA's parents decided to have her move to Japan full time for a year, and withdraw from school.

At age 14, BoA found herself all alone in a foreign country, unable to fully speak the language or make friends. Adding to that hardship, when she traveled back and forth from Korea to Japan, she went from being a popular idol in her home country to being a nobody in Japan, which caused her emotional distress and damaged her self-esteem.

Needing to recoup the large investment SM made into her career and impress the company's investors, BoA endured intense pressure to be successful in Japan. When the Japanese music label Avex, wanted to back out and consider BoA's Japanese debut a dud, Lee Sooman put all his faith into BoA to keep it going. "I said they won't find anyone like her in 10 years, that's how amazing she is" he recounted in a sit down conversation with BoA. That conversation, a defining moment for

BoA and SM in hindsight, persuaded Avex to continue their partnership.

Though she also thought of giving up and going back home, she decided to push through, became fluent in Japanese, and in 2001 released her debut Japanese LP '*Listen To My Heart*.' With this album BoA became the first Korean artist to ever sell one million copies in Japan. Endearing by BoA's dedication and hard-working determination, she quickly won over the Japanese general public, which many credit to helping warm Korean-Japanese relations in the early 00s.

"When BoA became a hit, Japanese kids wanted to come to Korea, [they] watched BoA and thought of Korea as a country where such an amazing girl lives," recalled Lee Sooman as he and BoA reminisced on their 20 year journey together on her reality show '*Nobody Talks To BoA*.'

RISE TO SUCCESS

BoA was now a certified superstar. In 2002, she made her first comeback in Korea with the album *No.1*, sold over 500k copies, and the single of the same name became one of the year's best selling songs.

Her song "Every Heart: Minna No Kimochi" became the ending theme song to the widely popular anime *Inuyasha*, which introduced her to a whole new audience of avid anime lovers all over the globe. She continued topping charts back to back in both countries, including two more million selling albums, *Valenti* in 2003 and *Best of Soul* in 2005 in Japan. She was a headlining performer at the national festival for the jointly Korean-Japanese hosted FIFA World Cup in 2002, dined with politicians from around the world, attended major global events such as the Cannes Film Festival, and collaborated with fellow global superstars including Koda Kumi, Britney Spears, and Westlife.

Photo Source:
SM Entertainment

Due to her large global influence and spread of Korean pop culture, BoA was recognized and awarded by the South Korean government.

As she grew in age, BoA also wanted to grow in her musicianship and began to explore different aspects of a performer and a woman. A true counterpart to her American peers Britney Spears and Christina Aguilera, BoA felt stifled and held back by her "baby BoA" image and started to lean towards a more age appropriate sound, edgier look and sexier choreography. She was met with push back from Lee Sooman, but argued her case and even bargained to stay more covered up if she could "shake [her] hips a lot". This image change played a prominent role in her next two album releases *My Name* and *Girls On Top* and though the media outlets wondered if this would mean a decline in BoA's popularity, BoA was not too worried about it.

"I really hope people can accept me as a more mature BoA, both when it comes to my outer appearance and also when it comes to my songs" she told CNN Talk Asia.
"...what can I do? I just keep growing up! I can't stop that from happening."

Despite the uncertainty both albums were well received by the general public becoming best selling albums in 2004 and 2005 respectively allowing BoA to continue her string of commercially successful hits.

BoA started writing her own music and worked on improving her vocal performance, knowing her Japanese audience held strong live vocal performances in high regard and wanting to challenge herself, she decided to hold her entire 'BoA: the Live 2006' tour without dancing. In tears after the first show in Nagoya, Japan, she addressed the audience about her decision, "Providing great performances without any dancing...to me...was like a big [assignment] that I must finish before my life as a teenager ends."

Although she was on top of the world in her professional career, BoA had always expressed her desire to have normal experiences like other girls her age. Since she had dropped out of school to pursue her popstar dreams and only had her staff and dancers as friends, she wanted to gain more life experience. After turning of age in South Korea, BoA thought seriously about taking a hiatus to attend college in the United States, but she never had the chance. As BoA was thinking about slowing down, SM Entertainment was planning to take BoA's career to new heights.

BREAKING INTO THE AMERICAN MUSIC INDUSTRY

Heading into the late 2000s, BoA and Lee Sooman set their sights on an even bigger goal: breaking into the American music industry. Once again, they began walking the road less traveled, but this time armed with a number of record-breaking achievements and a shining reputation to back them up.

By this time in late 2007/early 2008, SM Entertainment had debuted a multitude of successful groups like TVXQ, The Grace, Super Junior and Girls Generation. Quickly following BoA's footsteps, TVXQ also debuted in Japan and were able to build on her success, having it a bit easier than she did years prior.

With her junior artists holding it down in Korea and Japan, BoA moved to Los Angeles, California and got to work right away on her debut American album. Since she did not have an American music label to support or help financially back the process, SM and Lee Sooman used every connection they had to build the best collaborative team around BoA. Which led to them opening SM USA, an American branch of their Korean operations to support BoA's expansion. She brushed up on her English and started to once again work her way from the bottom up. BoA, SM, and her team of producers, songwriters, and choreographers began to craft her album.

Lee Sooman told press at the press conference for BoA's US advancement titled "Best of Asia, Bring on America," "I think this will be something historical that no one, but BoA can do."

She closely collaborated with Grammy award winning producers and songwriters, including Sean Garrett and Henrik Jonback, who both found success working on music for Janet Jackson, Kylie Minogue and Britney Spears. It was the Jonback



Photo Source:
SM Entertainment

produced single "Eat You Up" that became the first release from her US debut album—an R&B influenced EDM track style that was trending in the American market at the time. Released in October 2008, the song received regular rotation on Music Choice stations and became the first music video to be played on MTV K, MTV's channel aimed directly at Korean and East Asian audiences. "Eat You Up" peaked at #8 on Billboard's Dance Club Songs charts where it stayed for 12 consecutive weeks.

She followed "Eat You Up" with the singles "I Did It For Love," "Energetic," and "Girls On Top"—an English version of her hit song from 2005. BoA released her self-titled 12th studio album on April 4th 2009. To promote, she performed at the iHeartRadio Jingle Ball festival and headlined San Francisco Pride along with Solange Knowles. The album reached the Billboard Top 200 peaking at 127 making her the first Korean artist on the chart.

Although BoA's American album did not receive a lot of commercial success, BoA is credited for helping push the Korean Wave in the United States. She introduced a new audience to Korean pop music, which, as Lee Soo Man stated to her in their more recent sit down, made it easier for the artists who came after her.

BoA had a hard time in the US and since breaking into the American music industry is tough, she was often wondered if she was wasting her time. When she expressed her worries and difficulties to Lee Sooman they decided to wrap everything up and go back to South Korea.

A LASTING LEGACY

After returning home in 2010, BoA continued releasing music in both Korea and Japan, and toured the world—both solo and with her label mates at SM Entertainment. As part of the 2011 SMTown tour, she became one of the first Korean artists to perform at Madison Square Garden in New York City. A milestone in her career and a wish fulfilled from the time she visited the venue in 2001 and expressed her desire to one day perform there.

She released her first Korean album in five years, *Hurricane Venus*, for her 10 year anniversary in 2010. Once again re-inventing herself with a more mature, avant garde concept, BoA proved she could stay on top even after such a long hiatus.

In 2012 she released the album *Only One*, including the self-produced title track that went viral for its performance and lyrical hip-hop choreography. The song shows off a softer side to BoA who wanted to switch up her image by singing a love song that suited her voice. The choreography was made in conjunction with Emmy-winning choreographers NappyTabs and dance team S**t Kingz. While performing the song on stage, BoA shared the spotlight

with her junior colleagues by inviting them on stage to dance the couples choreography with her at the songs climax, most frequently with Sehun (EXO), Taemin (SHINee), EunHyuk (Super Junior), and Yunho (TVXQ).

In 2015 she released her fully self-produced album *Kiss My Lips*, which BoA won her third Daesang (Album of the Year) award, 10 years since her last, at the Seoul Music Awards. A validating moment for BoA and the album *Kiss My Lips*, which she fully wrote and composed herself and took her three years to complete. In 2016 she was awarded the President's Award at the Korean Popular Culture and Arts awards.

BoA also decided to expand her resume to include acting, making her a certified triple-threat. In 2013, she starred in her first Hollywood role in dance-focused film *Make Your Move* alongside *Dancing With The Stars'* Derek Hough. At home in South Korea, she acted in popular dramas in main and supporting roles.

BoA is Korea's best selling solo woman artist, but remains humble and eager to help mold the newer generations of K-Pop idols. She became

a judge and mentor on popular shows like *K-Pop Star*, *Produce 101*, and *The Voice of Korea*—the latter of which she mentored the winning contestant.

After constantly changing herself since her teenage years, sacrificing her normal young adult experiences, and enduring the aching sense of loneliness that comes with being the first, BoA, at 34, feels comfortable and confident in herself and her status.

"If one says that I had spent my 20s mistaking myself for an adult, my 30s feel like I truly became one," she told *Vogue Korea* in August 2020. **"There are a lot of things that I can confidently enjoy through my own power. I'm more relaxed, I have friends, and I'm stronger than before, but my body is still young."**

She is now a director at SM Entertainment and uses her own experiences and hardships to offer advice and resources to her junior colleagues, helping them take care of their mental health.

In 2020, to celebrate her 20th anniversary, BoA released her 20th studio album *Better*. She premiered the performance for the single of the same name at the 2020 MAMA awards, where she also took home the Inspiring Achievement award, solidifying her as a musical pioneer alongside previous winners: Quincy Jones, The Pet Shop Boys, and Janet Jackson.

20 years strong, with no signs of slowing down, BoA addresses all of the support she's received over the years in her Thanks To section for *Better*. "This album, which will be a milestone for you all and myself, I think it will pay back our time together. And with this, I take one more step towards the next."



Photo Source:
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