

Stray Kids Makes Historic Entry into Tottenham Hotspur Stadium as First K-Pop Act

This article explores K-pop's growing role as a sustainable content asset in Europe, with Stray Kids exemplifying scalable IP strategy and long-term localization potential.

Stray Kids has become the first K-pop group to perform at the Tottenham Hotspur Stadium in London, hosting two concerts on July 18 and 19, 2025. This marks their growth from a 5,000-seat venue in 2019 to a 60,000-seat stadium in 2025, showcasing the group's global rise. They have entered the UK Official Albums Chart six times and the Singles Chart five times, solidifying their fanbase in a major global music market. Their ongoing European tour includes sold-out shows at landmark stadiums in Amsterdam, Frankfurt, Madrid, Paris, and Rome, signaling K-pop's sustained influence across the continent.

- **Proven Expandability of Korean Music IPs into Multi-Format Models**

Beyond music, Stray Kids engages in global digital campaigns, experiential live productions, and brand collaborations, exemplifying the scalability of Korean IPs into concerts, merchandise, and digital platforms. For buyers, this model offers versatile content applications across multiple revenue streams.

- **Demonstrated Entry of Non-Western Content into Mainstream Markets**

Despite being non-English-speaking artists, Stray Kids has sold out stadiums in London and other major European cities. This affirms that Korean music IPs possess the competitiveness to transcend language barriers and enter global mainstream markets, opening opportunities for international content partners to co-brand and co-develop new IPs.

Source

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