

## Lee Soo-man Returns...

### 'AI Will Produce K-Pop Within 10 Years'

This article highlights how Korea's tech-integrated K-Pop innovation exemplifies a leading model in global music IP development and AI-based fan engagement, offering strategic insights for market expansion and platform collaboration.

Lee Soo-man, widely known as the "father of K-Pop," has introduced his AI avatar "AI Lee Soo-man" and a celebrity robot, launching a new genre called "Zalpha Pop" aimed at Gen Z and Alpha audiences, thereby redefining the future of K-Pop. He established A2O Entertainment and plans to debut a new artist in Korea next year, while expanding fan interaction through AI-based chatbots and voice services. Recently, A2O's girl group A2O May entered the QQ Music in China and U.S. radio charts, demonstrating concrete success in global markets.

- **AI-Driven Content Innovation**

The deployment of AI avatars and celebrity robots represents a pioneering case in which AI is applied directly and indirectly to K-pop production and performance. Overseas buyers may leverage this as a differentiated content IP and avatar business model.

- **Global Market-Focused Strategy**

A2O MAY's performance on both Chinese and American charts proves that Korean companies can achieve tangible results in global markets through tech-integrated content strategies, offering buyers an opportunity to explore scalable K-Content.

#### *Source*

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