

HYBE America Partners with Paramount to Produce Live-Action Film on K-Pop Dream

This content was selected for its strong demonstration of how Korean K-pop IP can evolve into globally viable film properties through strategic international partnerships.

HYBE America is co-producing a live-action film with Paramount Pictures, depicting the journey of a Korean-American girl aspiring to join a next-generation K-pop girl group. The film stars Ji-young Yoo, known for her role as Joy in *K-pop Demon Hunters*, alongside singer-actor Eric Nam. Directed by Benson Lee and written by Eileen Shim, the film is scheduled for global theatrical release in February 2027 and marks the first major Hollywood production to be filmed entirely in Korea. This collaboration serves as a symbolic example of the fusion between Korean K-pop IP and international film production platforms.

- **Diaspora Narrative with Global Appeal**

Featuring a Korean-American lead character and diaspora cast, the film delivers a narrative that balances cultural specificity with universal themes, an increasingly important element in cross-border content licensing.

- **K-Pop IP Expansion into Feature Films**

As the first Hollywood live-action film centered on K-pop, this project demonstrates the scalability of music-based intellectual property into long-form cinema, offering IP holders and buyers a blueprint for fan-driven content monetization.

Source

The Korea Times. (2025. 7. 23) <https://www.koreatimes.co.kr/entertainment/films/20250723/hybe-america-to-make-live-action-film-on-k-pop>