

# K-Content Meets Shamanism: How Korean Occult Stories Conquered Global Screens

This article shows how Korean occult narratives-rooted in shamanism, afterlife myths, and historical reinterpretations-are evolving into a global cultural identity. This offers valuable insights for buyers seeking fresh, culturally distinctive IP with worldwide appeal.

## ❑ **Webtoons Lead the "K-Occult" Wave**

- Naver Webtoon's "Mirae's Antique Shop" blends Barigongju mythology, Buddhist scriptures, and Korean history into a modern occult epic.
- Awarded both Grand Prize and Popularity Prize at the Bucheon International Comics Festival, proving both artistic merit and commercial viability.

## ❑ **Korean History Meets Supernatural Storytelling**

- Story arcs span 200 years, connecting Joseon, Japanese colonial rule, and the Korean War with ghosts and exorcism rituals.
- Realistic depictions of shamanistic practices-amulets, exorcisms, and ancestral spirits-strengthen immersion and heightened cultural resonance.

## ❑ **Cross-Media Success on Global Platforms**

- Netflix's hit "K-Pop Demon Hunters" reimagines girl groups as demon hunters, staging occult lore within musical performances.
- U.S. theaters hosted 1,000 sold-out screenings with "sing-along" boosting fan interaction and online visibility.

## ❑ **Cultural Impact Beyond Entertainment**

- Traditional folk art inspired breakout character "Duffy the Tiger", prompting a surge in museum visits and merchandise sell-outs.
- The "K-occult wave", following Kingdom's K-zombies, is becoming a key driver of Hallyu's cultural identity and global market expansion.

### *Source*

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