

SAMSUNG Galaxy

KPOP
LUX

×

SUPER
SBS CONCERT



Cívitas
METROPOLITANO

22 JULY 2023
MADRID, SPAIN



SAMSUNG Galaxy



22 JULY 2023

CIVITAS METROPOLITANO, MADRID

K-pop superstars took over Spain with the first ever KPOP LUX, the largest K-Pop festival ever held at the Civitas Metropolitano Stadium in Madrid.

Featuring SHINee, ENHYPEN, ATEEZ, IVE, CRAVITY, STAY C and xikers.

The one-day festival took place on 22 July and gathered over 40,000 fans from 36 countries.

**THANK YOU FOR HOLDING IT!
IT WAS REALLY WELL ORGANISED AND THE LINEUP
WAS EXCELLENT. CAN'T WAIT TO SEE WHO IS
PERFORMING AT LONDON!**

@L_FERRAO_ VIA INSTAGRAM





belindamarialongsden 13h • ❤️ by author

Absolutely incredible. I can't believe I got to see Shinee. A dream come true. All the bands were amazing. Thank you!

23 likes Reply Message



j0ohoney 13h • ❤️ by author

Thank you! It was so much fun ❤️

3 likes Reply Message

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BUILD UP

20-21 JULY 2023

@Cívitas METROPOLITANO

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K-POP FESTIVAL
SHINee · ENHYPEN · ATEEZ · IVE
STAYC · CRAVITY · xikers
HOY, EN EL @Cívitas METROPOLITANO
SAMSUNG Galaxy Z Flip4 KPOP

12

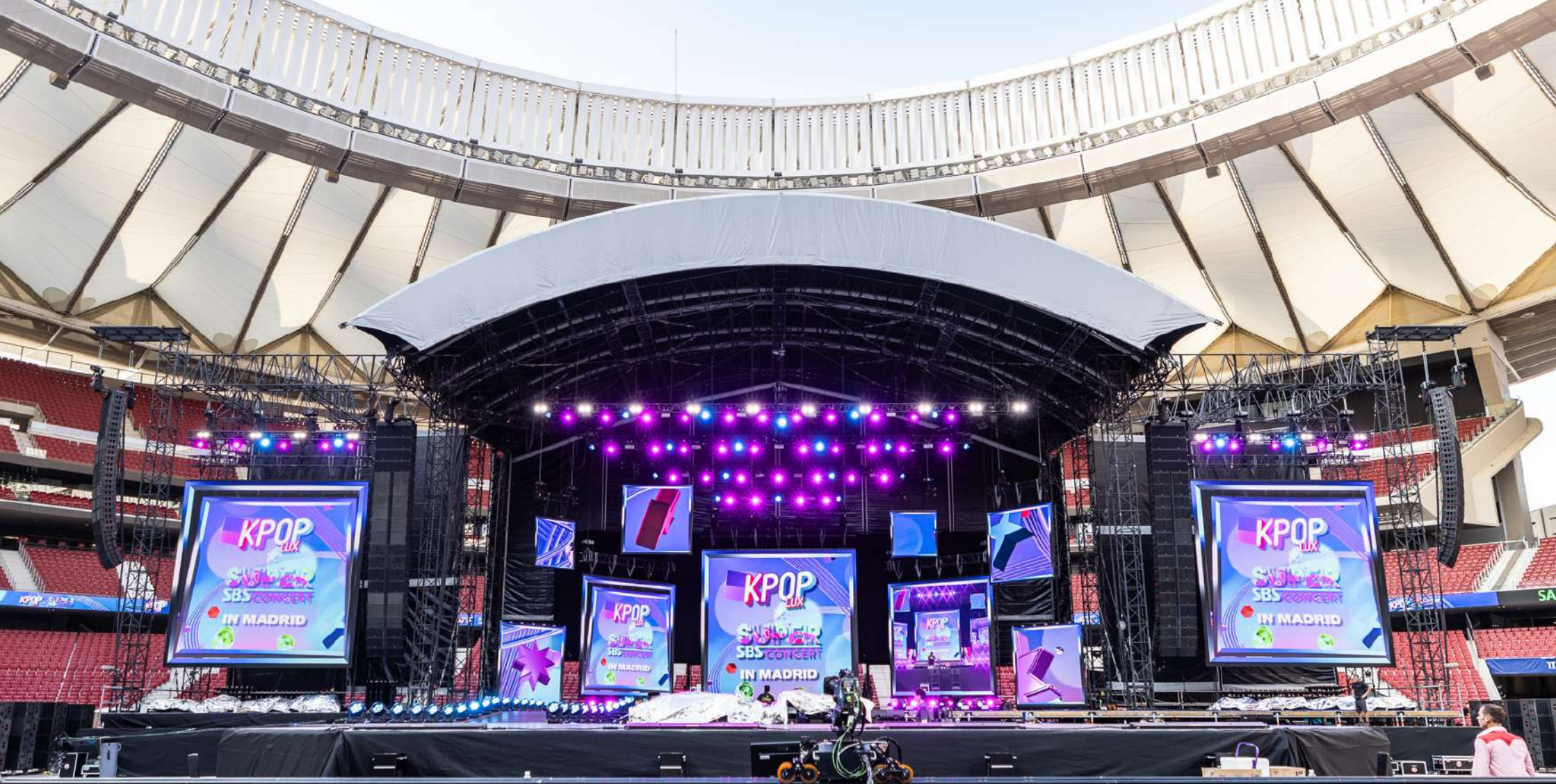
11

10

09

08





SAMSUNG Galaxy



vinh97 13h • ❤️ by author

This Event was so epic 🥰 Excited about London Line Up

5 likes Reply Message

SAMSUNG Galaxy

KPOP
LUX

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SBS CONCERT

ARTISTS

7 INCREDIBLE K-POP ACTS FOR ONE EPIC NIGHT IN MADRID

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KPOP
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SHINee

ENHYPEN

iv
&

ATEEZ

STAYC

C.
CRAVITY

xikers

👉👉 KPOP LUX IN BARCELONA NEXT YEAR, PLEASE! AND BRING ENHYPEN
AND ATEEZ AGAIN, THANKS! IT WAS A GREAT NIGHT! 👉👉

@ITSGISELLEPR VIA INSTAGRAM

xikers



xikers



nysanaa_ 12h

HOPE WE HAVE KPOP LUX IN MADRID NEXT YEAR!! I SPENT THE BEST TIME IN THE CONCERT 🥰🥰🥰🥰 thank you so much for bring all these groups here!!

4 likes Reply Message

xikers





xikers





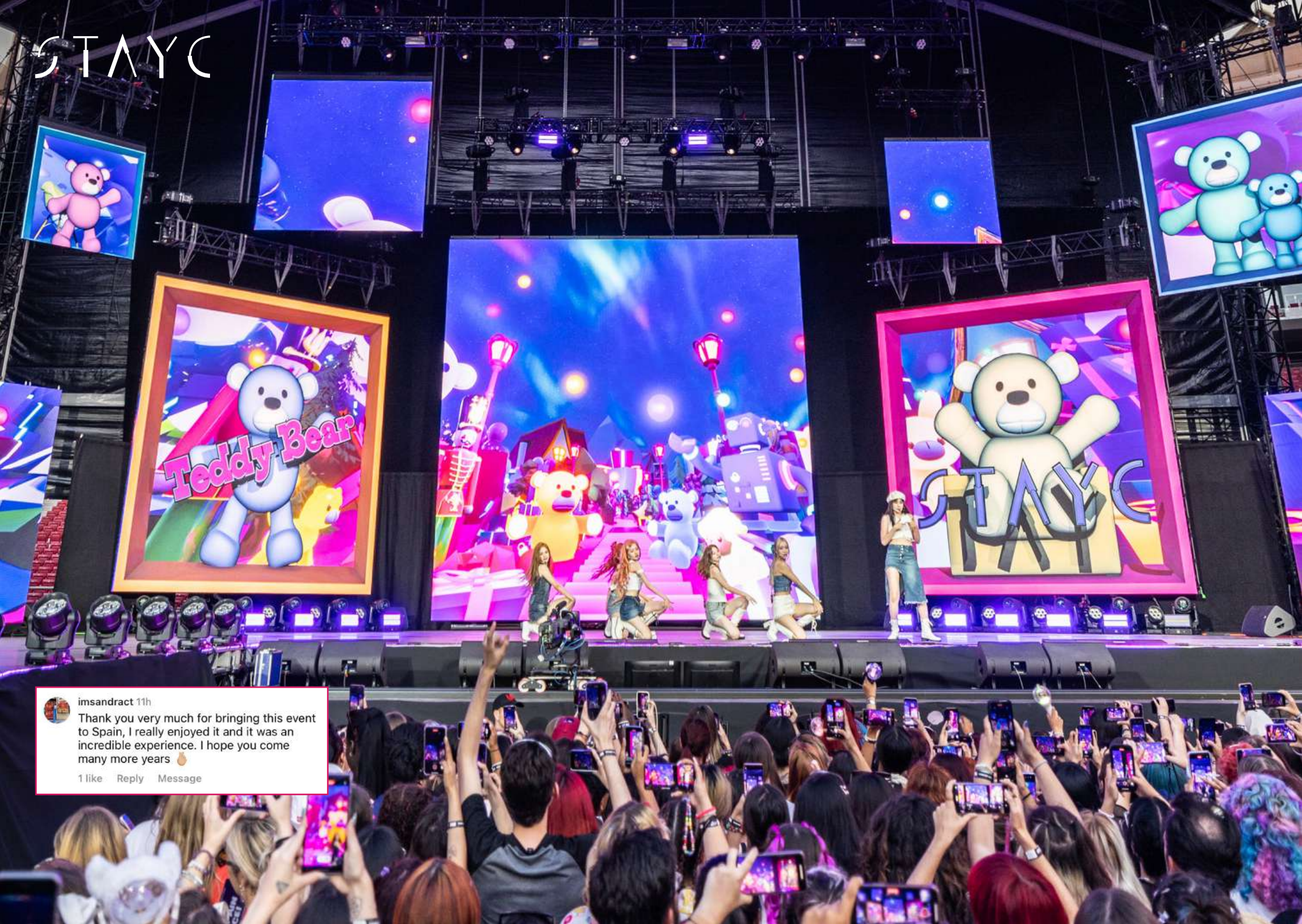
j0ohoney 13h • ❤️ by author

Thank you! It was so much fun ❤️

3 likes Reply Message



STAYC



imsandract 11h

Thank you very much for bringing this event to Spain, I really enjoyed it and it was an incredible experience. I hope you come many more years 🍷

1 like Reply Message





miim1chn 13h

thank you 🐼🐼🐼 hope we see you again next year!

1 like Reply Message





ENHYPEN



donghyucksgff 13h
please bring nct or enhypen to london :))
Reply



sun00luv_12h

Please bring enhypen to madrid again next year, it was the best experience of my life



7 likes

Reply

Message

See Original

ENHYPEN







starsintheirhearts 54m
Please let us know about London! ❤️ ✨
2 likes Reply



ATEEZ





ATEEZ

ATEEZ



itsgisellepr 12h

Kpoplux in Barcelona next year, please!!
And bring ENHYPEN & ATEEZ again,
thanks!! It was a great night

2 likes Reply Message





SHINee







SHINee

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FANS

OVER 40,000 FANS FROM 36 COUNTRIES

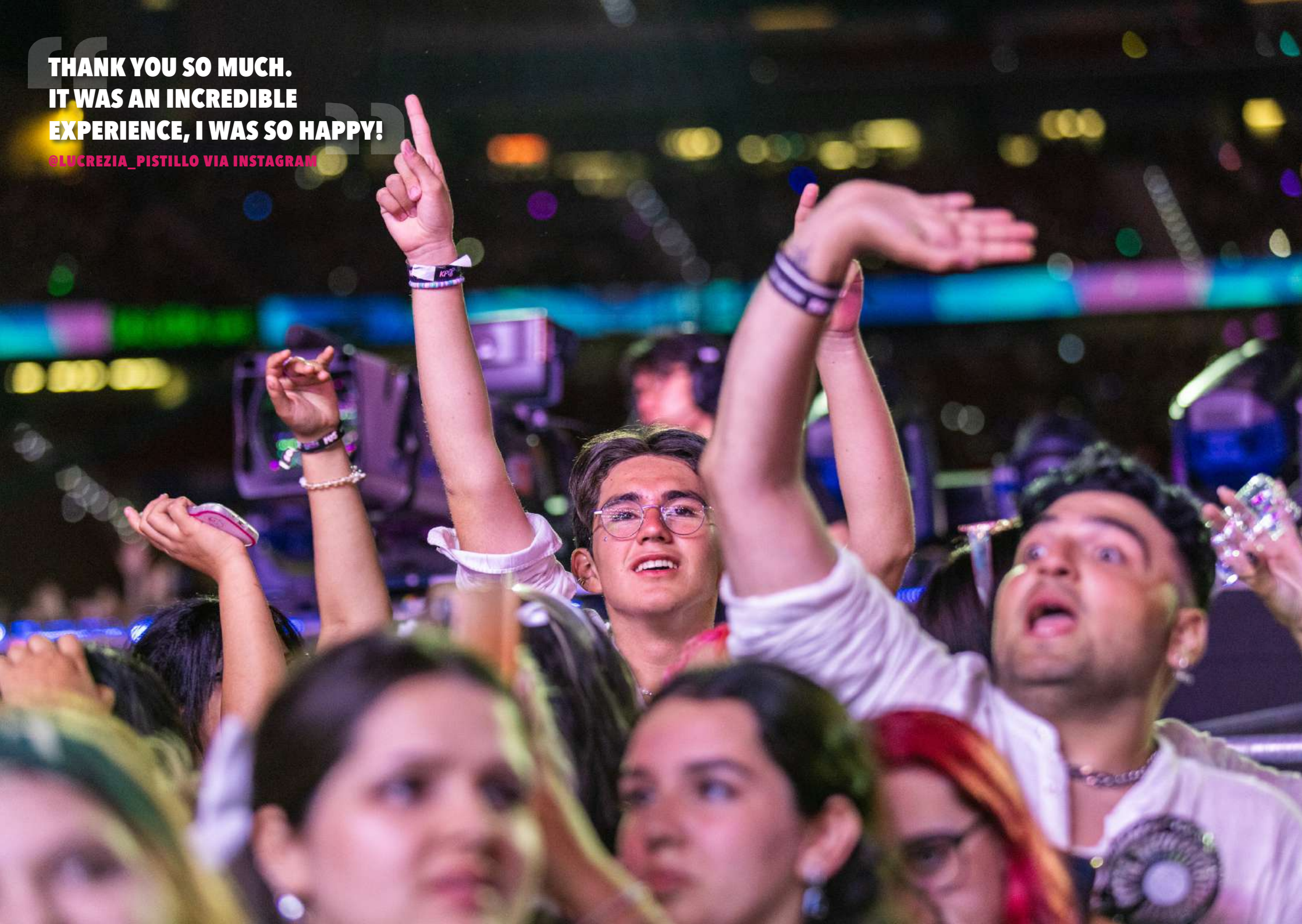


OVER 40,000 FANS FROM 36 COUNTRIES

SPAIN, NETHERLANDS, PORTUGAL, CZECH REPUBLIC, GERMANY, ITALY, UNITED KINGDOM, USA, FRANCE, LUXEMBOURG, SWEDEN, FINLAND, AUSTRIA, POLAND, BELGIUM, DENMARK, CYPRUS, SWEDEN, TURKEY, JAPAN, IRELAND, ISRAEL, HONG KONG, SWITZERLAND, ROMANIA, IRELAND, UKRAINE, HUNGARY, NORWAY, SLOVENIA, GREECE, MOROCCO, MEXICO, BULGARIA, SOUTH KOREA, URUGAY

“
THANK YOU SO MUCH.
IT WAS AN INCREDIBLE
EXPERIENCE, I WAS SO HAPPY!”

GIUCREZIA_PISTILLO VIA INSTAGRAM



THE FANS



imsandract 11h

Thank you very much for bringing this event to Spain, I really enjoyed it and it was an incredible experience. I hope you come many more years 🙌

1 like Reply Message



starsintheirhearts 54m

Please let us know about London! ❤️ ✨

2 likes Reply



l_ferra0_ 13h • ❤️ by author

Thank you for holding it! It was really well organised and the lineup was excellent. Can't wait to see whose performing at London!

24 likes Reply Message



vinh97 13h • ❤️ by author

This Event was so epic 😍 Excited about London Line Up

5 likes Reply Message



sun00luv_ 12h

Please bring enhypen to madrid again next year, it was the best experience of my life 🥺💙

7 likes Reply Message See Original



its_selvaass 11h

I NEED ANOTHER ONE

1 like Reply Message



inestabas 13h • ❤️ by author

Thank YOU ... Incredible, for my 14-year-old daughter it has been the happiest day of her life. He has been able to see his idols @shinee hopefully next year 2 days of festival with @seventeen_17update @nct and of course @shinee

6 likes Reply Message



belindamarialongsden 13h • ❤️ by author

Absolutely incredible. I can't believe I got to see Shinee. A dream come true. All the bands were amazing. Thank you!

23 likes Reply Message



em.bosworthx 2h

please release information for london.

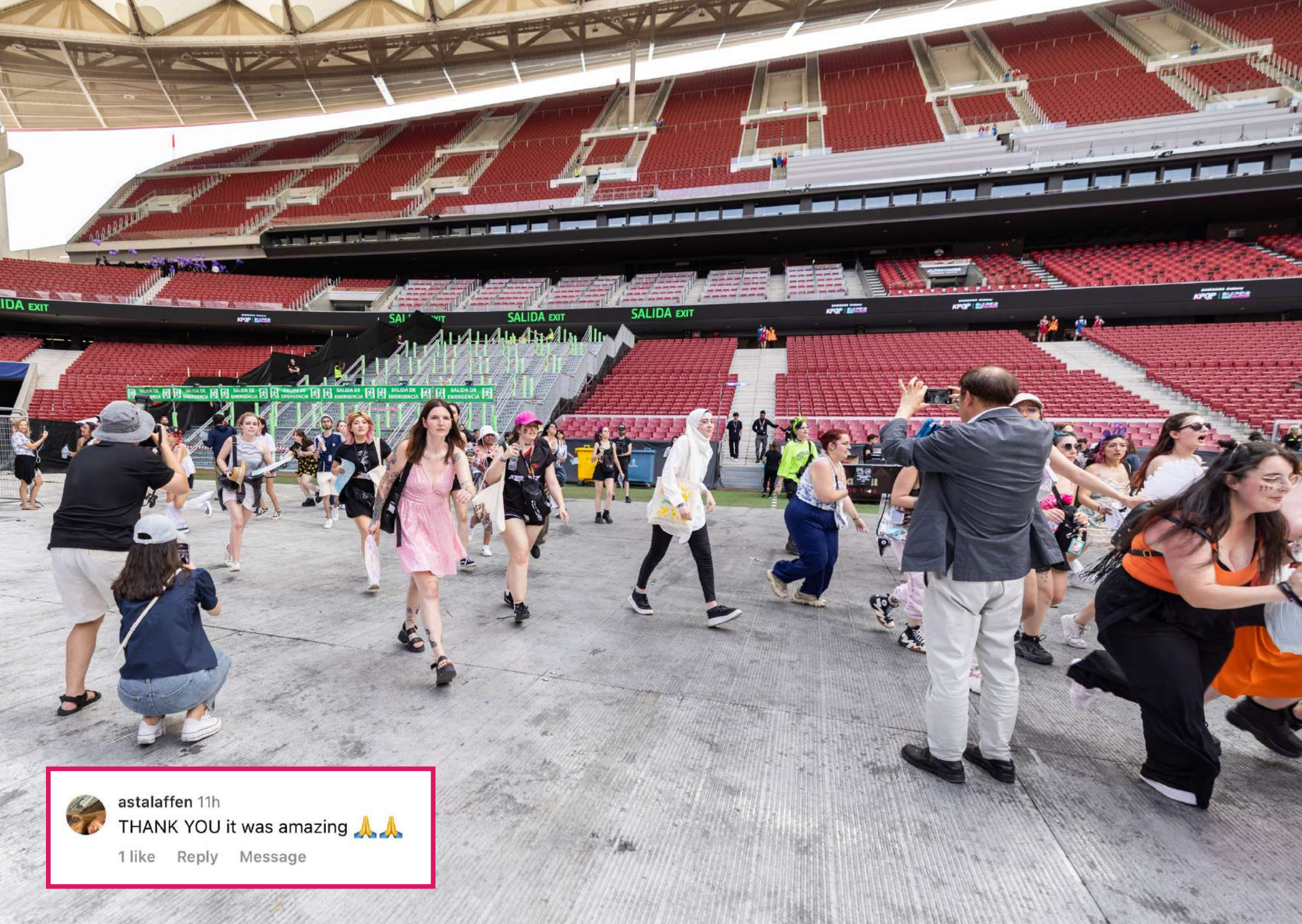
16 likes Reply



j.aeel 4h

Pls give us any info regarding london now that madrid is over it's almost august and the festival is in september 🤔 i still need to decide if/how many days/etc i need the preparation time fo gits tooo

1 like Reply Message



astalaffen 11h

THANK YOU it was amazing 🙏🙏

1 like Reply Message



너희들 보러 970819
비행기 타고왔어
이표지 판 이보면
키스를날려 PLEASE

THE
FANS



rhianna_xc 1d

Please boynext door and enhypen for kpoplux london lineup 🙏 im begginggf

Reply



frogtagonie 4h

when is london info coming? 😭

19 likes Reply



donghyucksgff 13h

please bring nct or enhypen to london :))

Reply



encompassing.nic 14h

I had so much! Looking forward to next year's event as hopefully this becomes an annual thing! But please release the line up for London!!!

1 like Reply



llunnaarts 4h

Pls say something about London!!!

14 likes Reply



caroline.thompson.167189 1d

Brilliant show last night . But need to know about LONDON PLEASE



lucrezia_pistillo 1d

THANK YOU SO MUCH. IT WAS AN INCREDIBLE EXPERIENCE, I WAS SO HAPPY

1 like Reply



bts_wengi 12h

I had a seating ticket further away, but my view was awesome and the music was super loud. It was a wonderful experience 🎉🔥 THANK YOU 💖

Reply



vinh97 1d • ❤️ by author

This Event was so epic 😍 Excited about London Line Up

5 likes Reply







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KPOP
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SBS CONCERT

LIVE STREAM

**WATCH KPOP LUX x SBS SUPER CONCERT IN MADRID
WITH FANS AROUND THE WORLD!**

veeps.

KPOP
LUX
X
SUPER
SBS CONCERT

HD GLOBAL

PREPARE FOR AN ELECTRIFYING NIGHT OF MUSIC AND ENTERTAINMENT AT THE CIVITAS METROPOLITANO STADIUM AS KPOP LUX AND L.A. ROCK ENTERTAINMENT TEAM UP TO PRESENT THE KPOP LUX SBS SUPER CONCERT IN MADRID IN PARTNERSHIP WITH SBS. NOT ONLY IS IT A CHANCE TO SEE SEVERAL PHENOMENAL K-POP ACTS ON ONE STAGE, BUT ALSO AN OPPORTUNITY TO EXPERIENCE A LINEUP THAT HAS NEVER BEFORE PERFORMED TOGETHER. EXCLUSIVELY ON VEEPS! \$14.99 ADVANCE, \$19.99 DAY OF SHOW.

SATURDAY, JUL 22, 2023 - 12:00 PM PDT
REWATCH AVAILABLE FOR 14 DAYS AFTER PURCHASE

Buy On-Demand \$19.99



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SOCIAL MEDIA

FANS, FOLLOWERS & ENGAGEMENT



@KPOPLUX_



@KPOPLUX_



@KPOPLUX_



@KPOPLUX_

SOCIAL MEDIA IN NUMBERS

SAMSUNG Galaxy



TWITTER

STATISTICS:

Followers 12,191
Accounts Reached: 6,238,753
Impressions: 4.9m
Daily Exposure: 348,197
Total Engagements: 296,185
Profile Visits: 50.5k
Retweets: 60,072
Likes: 236,113



YOUTUBE

STATISTICS:

Total subscribers: 6,405
Total Impressions: 3,241,221
Total engagement: 26,725
Watch time: 2.200 hours

Gender
Female: 91.7%
Male: 8.3%



TIKTOK

TRENDING HASHTAG VIEWS:

#KPOPLUX - 32.8M Views
#KPOPLUXMadrid - 26M Views

TIKTOK OVERVIEW

Followers: 4512
Video Views: 2.3m
Profile Views: 21k
Likes: 83k
Comments: 1,431



FACEBOOK

STATISTICS:

Followers: 529
Content Interactions: 5.6K
Post Reach 552,502
Page Reach 363,207
Profile Visits 19,941



INSTAGRAM

STATISTICS:

Followers: 32,213
Accounts reached: 2,247,928
Impressions: 17,817,084
Profile visits: 841,154
Link clicks: 59,437
Post likes: 715,405
Content interactions: 1,218,459
Comments: 53,749
Shares: 16,249
Saves: 21,930

INSTAGRAM REELS

Likes: 297,682
Interactions: 388,105
Comments: 62,278
Shares: 11,113
Saves: 14,032



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THE SOCIAL MEDIA JOURNEY

- The journey began on 26th April 2023 with our first ever post.
- The social media team created an environment that enabled the fans to feel like it was their concert and that they had a say.
- Our posts included treasure hunts to discover the next act to be announced.
- Acts were released in a staggered fashion using the social media channels.
- Fan and community engagement has been phenomenal, with a return rate of 60.37%.



TOP 5 PERFORMING POSTS - TIKTOK



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KPOP
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MERCHANDISE

HOODIES, T-SHIRTS, LANYARDS, PLUSH TOYS AND MUCH MORE!











140 YEARS OF UK-KOREA RELATIONS

KPOP
LUX

×

1883

2023

SUPER
SBS CONCERT
LONDON

한영 수교 140주년 기념 행사

NEXT STOP

KPOP LUX, 02 LONDON
22-24 SEPTEMBER 2023

The O₂