

A Big Data Study on Viewers' Response and Success Factors in the D2C Era Focused on tvN's Web-real Variety 'SinSeoYuGi' and Naver TV Cast Programming

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Abstract

The first D2C-era web-real variety show in Korea was broadcast via tvN of CJ E&M. The web-real variety program 'SinSeoYuGi' accumulated 54 million views, along with 50 million views at the Chinese portal site QQ. This study carries out an analysis using text mining that extracts portal site blogs, twitter page views and associative terms. In addition, this study derives viewers' response by extracting key words with opinion mining techniques that divide positive words, neutral words and negative words through customer sentiment analysis. It is found that the success factors of the web-real variety were reduced in appearance fees and production cost, harmony between actual cast members and scenario characters, mobile TV programing, and pre-roll advertising. It is expected that web-real variety broadcasting will increase in value as web contents in the future, and be established as a new genre with the job of 'technical marketer' growing as well.

Keywords: D2C (Direct-to-Consumer); Web-real variety; Web-real variety success; Big data; SinSeoYuGi (New Journey to The West); Social analytics; Text mining; Opinion mining; Viewers; Viewers' respons; Webtv; tvN; naverTVCast, Snack Culture

1. Introduction

According as the transmission speed of smartphone devices increases, the rate of mobile streaming video service is also increasing. That is, the so-called 'snack culture,' where cultural contents in streaming video are consumed in real time within less than 15 minutes with no restriction of time and space, is being formed. The typical snack culture includes webtoon, web drama, and web-real variety. All these three industries have been recognized as proven contents with users' influx into a portal site and posted replies, and are attracting

attention as killer contents that can easily be transformed into diverse genres including film, musical, theater, and characters. The snack culture industries have opened the D2C era,¹ in which producers directly provide products and cultural contents to consumers via one-person smartphone.

In the D2C era, the first web-real variety in Korea was opened on the Internet, not TV. '*SinSeoYuGi*' was produced at tvN of CJ E&M by producer Na Young-seok, and was organized as a feature program by Naver TV cast. The combination of a broadcasting company and a portal site of specialized mobile video contents has been continuously researched as a method that can attract web viewers as well as TV viewers at home.

This study intends to extract success factors, focusing on actual viewers of web-real variety, through using the technique of big data on portal site users, bloggers, and twitter users, rather than putting in theories or analyzing the current status. The 'big data of social media' refers to data extracted by using the solution of Daum Soft's 'mining search.' This study intends to comparatively analyze key words extracted from the web-real variety and operationalize the common parts as success factors.

Preceding studies are *The Influence on the PPL Attitudes, PPL Brand Attitudes, Purchasing Behaviors and intentions by College Students' Gender and the Degree of Exposure on Product Placements (PPL) in TV Entertainment Programs* (Kim Soon-ki, Hong Jong-bae, and Lee Gui-ohk, 2015), which shows that the longer the viewers watch entertainment programs, the more positive their attitudes towards PPL, and *A Study on the Direction for the Development and Success Factors of Reality Survival 'Dancing 9'* (Lee Ji-won, 2014) and *The Effects of Beauty Program Characteristics on the Viewers' Response* (Nam Keum-hee and An Jin-a, 2014), which are research on viewers' response and are limited to questionnaire surveys.

As for the research methods of the previous studies, *Analysis of Case of Sonic Branding Advertisement Using Pansori* (Oh Se-jong, Gang Cheol-su, and Kim Yong-beom, 2014) analyzed the meanings of issues, using big data on portal sites. *A Study on analyzing brand character of myth material, relevant keyword and relevance with big data of portal site and SNS* (Oh Se-jong and Du Il-cheol, 2015) investigated relevant key words between brands and key words using text mining techniques. And *Study of Viewer Responses and Success Factors through Big Data in Social Media – Focused on 'Unpretty Rapstar 2,' Reality Survival of Female Rappers on M-net* (Oh Se-jong and Byun Jung-min, 2015) analyzed viewer responses, using the techniques of text mining and opinion mining.

This study grasps the number of views and the current status for the web-real variety '*SinSeoYuGi*,' and utilizes the text mining techniques that extract portal site blogs and twitter page views and associative terms. In addition, this study intends to investigate viewer responses statistically by extracting key words with the opinion mining techniques that divided positive words, neutral words and negative words through consumer sentiment analysis.

It is expected that the results of this study may be used for the production of new web-real variety programs, and be applied as a convergence study that can grow web-real variety into a global strategy for a new trend of Korean Wave (*Hallyu*).

¹ The dictionary meaning of D2C (Direct-to-Consumer) is the advertising of pharmaceutical companies directed toward consumers. In this study, D2C refers to the form of advertising in which a producer provides products and cultural contents to consumers directly without any intermediate stage. For example, the portal-site TV and the one-person-media MCN are typical of D2C. In addition, the method of pushing so that PPL within a broadcast can be purchased with a mobile device while viewing mobile video contents is defined as 'D2C PPL.'

2. Theoretical Background

2.1 An Analysis of TV entertainment programs

Artistic talents (藝能, 예능) refers to ability related to theater, film, music, and arts. This study investigates 웹예능 in Korean, which can be described as web-real variety in English. In this study, web-real variety is given the operation definition of 'real sympathy delivering programs,' in which reality effects and entertainment elements are engrafted upon the phases of mission accomplishment by an individual or a team.

A *Study of Korean Reality TV Shows on the Focus of Parasocial Interaction Factors, Flow and Viewing Satisfaction* (Jo Jun-sang and Eun Hye-chung, 2013) defined 'Korean reality TV show' as a Korean reality and entertainment program in which reality TV and variety shows are combined, and compared between overseas reality programs and Korean reality entertainment programs. The active use of online media by adolescents and young people can maximize interaction between reality entertainment programs and viewers. The great popularity of Big Brother, a reality television series with numerous franchised international versions, can be ascribed to 24-hour airing on online sites that enables viewers to watch the series they missed on TV. Retro TV entertainment programs should be planned in such a way that the characteristics of retro culture contents and the format of TV entertainment programs are connected organically. Then, it is said that attachment to and trust in past culture and cultural contents used as the subject matters of the programs are created and lead to continued popularity. The characteristics of TV entertainment programs with retro cultural contents are divided into intergenerational communication, emotional experience, and contents continuity. The intergenerational communication includes the formation of new memory and the homogeneous experience of past culture through remaking past entertainment and reproducing past appearance. The emotional experience refers to communication with viewers through the combination of music and talk, the stimulation of sentiment with real variety, and the actualization of once popular figures. And the contents continuity refers to the generation of attachment to and trust in a program or past contents (Kang Ji-Wone, 2015).

In an interview titled "*Na Young-seok, PD over Flowers*" that appeared on *Healthy People*, a health newsletter, in 2013, PD Na Young-seok said, "People think that I alone produced all the programs of 2 Days & 1 Night (1 박 2 일). But it is not true. In fact, there are very many writers and PDs. I only collect and combine their opinions. It is not that I do everything. An entertainment PD does not need creativity for invention like a scientist. He should not exaggerate too much as a mania. It seems that an entertainment PD needs only wide and thin knowledge. I think I should be a generalist, not a journalist."

Although they did not win very great popularity due to simple adoption and imitation, various Korean entertainment programs increasingly appeared on Chinese TV, such as *Dad! Where Are We Going* (아빠! 어디 가?), *The Voice of China*, *I Am a Singer* (나는 가수다), and *China's Got Talent*. As a result, China's State Administration of Press, Publication, Radio, Film, and Television enforced regulations that strictly limit the purchase and introduction of foreign copyright pattern programs and allow each broadcasting company to introduce one foreign program a year (Han Ting-Ting and Choi Chul-Young, 2014).

A leader and PD who can analyze viewers' viewing patterns and consider time, contents, subject matter, viewing methods, trust, communication, etc. are necessary. It is judged that when he understands and merges diverse areas as a generalist, Korean-style reality programs will emerge as valuable web contents as well as TV programs.

2.2 Review of big data in social media

Social media refers to online tools and platforms used to share opinions, ideas, experiences, and viewpoints. Their shared contents have various forms such as text, image, audio, and video, and their typical examples include blog, twitter, facebook, instant messenger, and podcast (Korea Association of Information and Communication Technology IT Glossary, 2015).

Big data is not a simple compound of big + data. It does not refer to massive data itself alone, but the extraction of meaningful values between data. According to Gartner (2012), big data is high volume, high velocity, and/or high variety information assets that require new forms of processing to enable enhanced decision making, insight discovery and process optimization. The utilization of big data is an analysis method that can analyze the current situation through massive parameters and predict near future to create new opportunities and enhance the accuracy of decision making.

There are techniques for the analysis of unstructured data, such as text mining, opinion mining and customer sentiment analysis, social analytics, and cluster analysis. This study uses the text mining and the opinion mining.

First, the text mining is an analysis technique for extracting and processing useful information from unstructured data in the form of text, using the natural language processing technology. That is, it is a technique for analyzing the relationships between words by decomposing words in text and identifying the occurrence frequency and co-occurrence frequency of particular words. With the application of text mining techniques, it is possible to obtain results beyond mere information retrieval, such as extracting meaningful information from massive texts and discovering categories within text by identifying connectivity with other information (IDG TECH REPORT, 2012).

Second, the opinion mining and the customer sentiment analysis, which are areas related to the text mining, are technologies for judging whether an opinion within the structured/unstructured text of social media is positive, negative, or neutral. The opinion mining is applied to the prediction of market size for particular services and goods, the analysis of consumer responses, viral analysis, and so on by using product names, and selected comments about products posted on SNS, blogs, cafes, bulletin boards, etc.

A Study on analyzing brand character of myth material, relevant keyword and relevance with big data of portal site and SNS (Oh Se-jong and Du Il-cheol, 2015) analyzed the origins of mythological characters in major brands and extracted related keywords and relevance using text mining techniques. *Study of Viewer Responses and Success Factors through Big Data in Social Media – Focused on ‘Unpretty Rapstar 2,’ Reality Survival of Female Rappers on M-net* (Oh Se-jong and Byun Jung-min, 2015) analyzed viewer responses on *Unpretty Rapstar 2*, a reality survival show of female rappers aired via Mnet, using the techniques of text mining and opinion mining.

Similar research methods on diverse subject matters were investigated. Park Sung-geon, Lee Soo-won, and Hwang Young-chan (2015) analyzed viewers' opinions about the casters and commentators of three major broadcasting companies (KBS, MBC, SBS) that broadcasted baseball games and soccer games in the 2014 Incheon Asian Games, on the basis of social big data analysis technologies. A sample of 1,592,834 tweet messages were analyzed.

Contents Alliance Platform (CPA), the operator of POOQ, is accumulating data on user behavior every 10 seconds. All user behaviors are recorded on a non-real name basis and processed into data, such as replay, pause, accumulated streaming video viewing, retrieval records, and types of viewing on weekdays and

weekends. An industry expert predicted, "The production of programs based on data and analysis will enhance their viewing rates through scientific approach, though intuitive and sensitive directors' competence may be relatively underestimated" (Bak Ho-Hyeon, 2015).

The analysis of viewer responses through big data in social media has the advantage that it is easy to extract user responses, compared to ordinary questionnaire surveys, and that it can enhance reliability through the subjects of more than 100,000.

3. Empirical Analysis of Big Data

3.1 Methods for researching big data

'Big data in social media' refers to data extracted by using the solution of Daum Soft's 'mining search.' That is, as shown in Fig. 1, big data is extracted and shown after the crawling of web pages, blogs, and bulletin boards, the extraction of texts, document clustering, keyword learning, keyword mining of sentiment extraction, the extraction of natural language and index terms, and the analysis of retrieval/click log (Daumsoft, 2016).

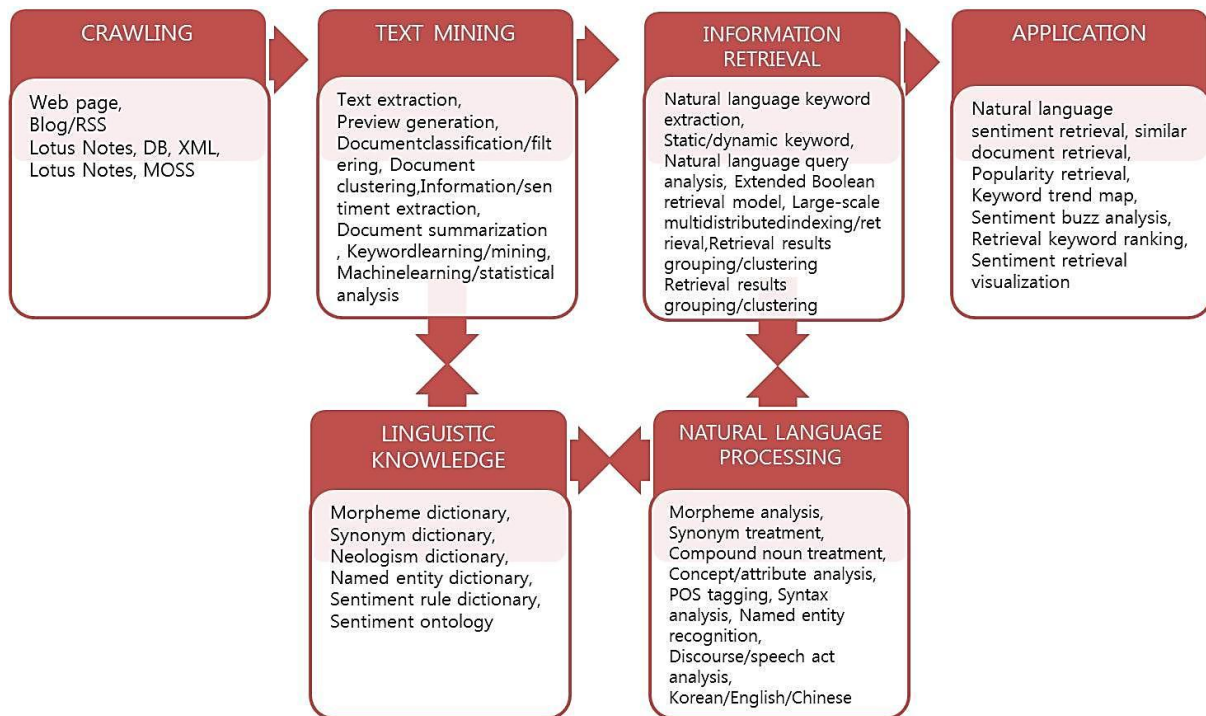


Figure 1. Daum Software Big Data Solution 'Mining Search' analysis

3.2 Composition and characteristics of SinSeoYuGi

The web-real variety *SinSeoYuGi* recorded so many views that it was selected as the Key Word of September in 2015 by the portal site Naver. Ordinarily, a popular TV program, a movie title, or an entertainer's name used to be mentioned; exceptionally, however, the mobile web-real variety *SinSeoYuGi* was selected as the most viewed key word in September of the year.

Table 1. The production schedule, major visit destinations, and cast of tvN's *SinSeoYuGi* 1 and 2

Date	Subject	Destination	Cast
Aug. 17, 2015	Announced the plan of <i>SinSeoYuGi</i>		PD Na
Aug. 20, 2015	Started shooting (4 nights 5 days)	Xian, Shaanxi, China	Young-seok, Kang Ho-dong, Eun Ji-won, Lee Soo-geun, Lee Seung-gi
Sep. 1, 2015	Production press conference		
Sep. 4, 2015	Started to be broadcast		
Oct. 2, 2015	Ended		
Apr. 19, 2016	Web broadcasting of <i>SinSeoYuGi</i> 2 started		Ahn Jae-hyun (instead of Lee Seung-gi)
2016.04.22	The TV-version of <i>SinSeoYuGi</i> started to be broadcast	Chengdu, China	
Apr. 22, 2016			

The web-real variety *SinSeoYuGi* was created by tvN of CJ E&M, and was directed by Na Young-seok and Shin Hyo-jeong. It was broadcast via Naver TV Cast every Friday at 10:00 am from September 4, 2015 to October 2, 2015. Its break-even point was 20 million views, which were achieved from the first day of its release. It was uploaded at 10 am, and recorded the highest views during 12:00 to 13:00, and the total accumulated number of views reached 15 million. The analysis of Naver showed that mobile users were more than PC users, and accounted for 56% of the total users. And female viewers (55.6%) were more than males (Yu Jae-Yeok, 2015).

Table 2. Composition, running time, and views of *SinSeoYuGi* by episode (as of March 27, 2016)

Episode	Date	Title	Running time	Views
1	Sep. 4, 2015	The beginning of a legend	5:33	4,196,349
2	Sep. 4, 2015	Meat restaurant at 6 am. A loaf of bread is better than Xian sightseeing	8:17	3,206,983
3	Sep. 4, 2015	<i>SinSeoYuGi</i> game instruction manual	7:48	2,667,026
4	Sep. 4, 2015	Good things to know before the race	3:31	2,415,164
5	Sep. 4, 2015	Finally China! Monk Xuanzang race - part 1	13:05	2,672,578
		[Teaser] Dragon ball mission finally revealed	1:29	779,287
6	Sep. 11, 2015	The winner is Lee Seung-gi anyway! Monk Xuanzang race Part 2	13:54	2,440,148
7	Sep. 11, 2015	Ho Dong does it, too - Part 1. Kang Ho-dong's first ever errand	10:17	2,152,694

8	Sep. 11, 2015	The birth of Zhu Bajie	8:36	2,009,665
9	Sep. 11, 2015	First Dragon Ball mission! What happened at DeFaChang?!	14:31	1,894,743
10	Sep. 11, 2015	Sleeping together after 5 years! Monsters' first night	8:42	1,830,720
11	Sep. 18, 2015	Xian City Wall tour	10:34	1,675,863
12	Sep. 18, 2015	Exploring the Terracotta Army	13:39	1,570,956
13	Sep. 18, 2015	Second Dragon Ball mission!	18:19	1,826,263
14	Sep. 18, 2015	A trembling night with massager!	8:01	1,374,184
15	Sep. 18, 2015	Who's responsible for the missing shoes?!	10:51	1,444,827
		11-1 (Special) Time limit is 30 minutes! Dragon Ball individual mission!	12:05	1,031,399
16	Sep. 25, 2015	Culprit finally revealed! And breakfast at opposite extremes!	21:59	1,770,839
17	Sep. 25, 2015	Relay individual mission! Ho-dong's desperate struggle with ATM machine!	15:46	1,423,422
18	Sep. 25, 2015	Extraordinary mission! Look for PD Kyung-mo!	14:12	1,267,014
19	Sep. 25, 2015	Guess it right to eat! Who is this person?	16:27	1,303,523
20	Sep.25, 2015	Night of wishes! Crazy guy Eun Ji-won's wish is?	7:04	1,504,066
		[Chuseok Special] Home cooking Monk Lee	10:32	1,120,655
21	Oct. 2, 2015	Final mission! Fate up to Ho-dong!	10:55	1,135,803
22	Oct. 2, 2015	It's all over, but let's still do one quiz	13:28	1,090,041
23	Oct. 2, 2015	Epilogue made not to waste what was filmed (end)	17:56	1,117,070

Breaking away from the formula of 'The running time of an entertainment program is 87 minutes,' the one-time release of the show consisted of five clips for convenient watching via mobile device. This format was out of special consideration for mobile viewers.

3.3 Analysis of reception to *SinSeoYuGi* from viewers in social media

Prior to the analysis of big data in social media, responses in portal sites were investigated. Search results and related keywords in portal sites during two months of broadcasting the show are as follows:

At the portal site Naver, keywords related to 'subject matters in the program, and VOD' were frequently found, such as the rating of *SinSeoYuGi*, *SinSeoYuGi 2*, how to view *SinSeoYuGi*, VOD of *SinSeoYuGi*, wishes in *SinSeoYuGi*, Lee Seung-gi ramyeon, *SinSeoYuGi* special edition, *SinSeoYuGi* China, and ending of *SinSeoYuGi*. At the portal site of Daum, keywords related 'program title + broadcast and reception' were frequently found, such as Chinese responses to *SinSeoYuGi*, members of *SinSeoYuGi*, *SinSeoYuGi* views, *SinSeoYuGi* broadcasting hours, preview for *SinSeoYuGi*, *SinSeoYuGi* Internet broadcasting, and Naver *SinSeoYuGi*. And related keywords at the portal site of Google included *SinSeoYuGi* Torrent and *SinSeoYuGi* subtitles. Keywords for enthusiastic responses from portal site users included names of program cast, how to use VOD, rating, viewer responses, and China, the filming location.

The number of subscribers to the channel was 172,103; the total number of views was 54,544,467; the total number of Likes was 285,734; and the number of videos was 37 (March 27, 2016), which demonstrates that online viral marketing was highly effective.

The results of analyzing viewer responses in social media by using text mining and opinion mining/customer sentiment analysis, which are techniques for the analysis of unstructured data based on social metrics, are as follows: Data were extracted for approximately one month from September 3, 2015 to October 3, 2015, during which the web-real variety *SinSeoYuGi* was broadcasted.

As a result of text mining, keywords of *SinSeoYuGi* were extracted, which included Lee Seung-gi, Naver, source, member, 1 night 2 days, preview, Naver TV Cast, and Friday. The 'branding effects of Lee Seung-gi' among the cast was identifiable. It was found that a lot of viewers searched the methods for viewing the show 11,889 times in total with the keywords of Naver (5,077), source (4,082), and Naver TV Cast (2,730). A lot of exposure in media such as blogs and twitter showed spread through viral marketing and viewers' heightened interest in the program.

The keywords were classified into figure (red), group (orange), place (yellow), product (light green), attribute (dark green), brand (blue), hobby/leisure (indigo), and psychology (violet), and were visualized with color for easy identification.

Table 3. Text mining technique for extracting keywords for SinSeoYuGi (exposure by group)

No	Related Term	Classification	Search
1	Lee Seung-gi	Figure	6,196
2	Naver	Brand	5,077
3	Source	Attribute	4,082
4	Member	Attribute	3,296
5	1Night 2Days	Hobby/Leisure	3,223
6	Preview	Attribute	2,880
7	Idea	Attribute	2,808
8	Naver TV Cast	Brand	2,730
9	Friday	Attribute	2,161
10	TV	Goods	2,038
11	Kang Ho-dong	Figure	1,755

As a result of opinion mining and customer sentiment analysis, many positive words were extracted, such as smile, very interesting, tantalizing, outspoken, big success, laughter, fine, interesting, and good. No negative word was found among top 15 words.

Table 4. Opinion mining technique for SinSeoYuGi keywords (ranking table of associative terms and search frequency)

No	Related Term	Classification	Search
1	Smile	Positive word	1,568
2	Very interesting	Positive word	504
3	Tantalizing	Positive word	458
4	Outspoken	Positive word	368
5	Disclosed	Neutral word	304
6	Big success	Neutral word	277
7	Laughter	Positive word	255
8	Disclose	Neutral word	229
9	Fine	Positive word	229
10	Interesting	Positive word	218
11	Good	Positive word	169

It was found that the trends of positive(Blue Line), negative, and neutral keywords for SinSeoYuGi were highest on the 2nd and 3rd days in one month. It is shown that positive responses were many on Friday.

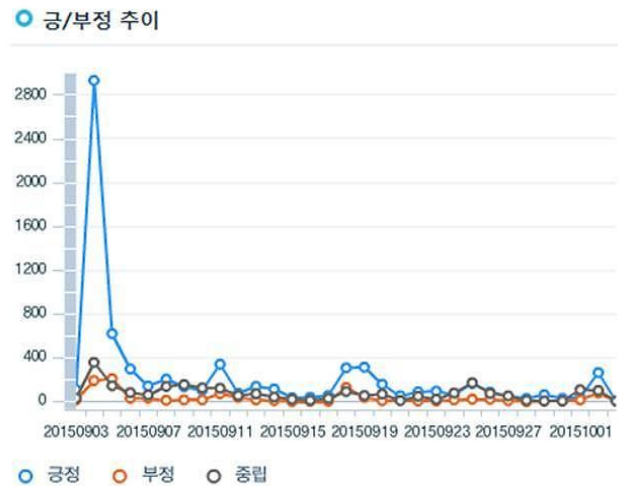


Figure 2. Trends of positive, negative, and neutral keywords for SinSeoYuGi

As for the text mining of keywords for four cast members, the keyword of SinSeoYuGi ranked first for Lee Seung-gi (6,209), Kang Ho-dong (1,776) and Lee Soo-geun (1,278). However, idol (1,360), song (1,321), exid (1,308), and aoa (1,306) ranked higher than SinSeoYuGi for Eun Ji-won

(1,252). In terms of the frequency of cast member names' being mentioned on blogs and twitter, Lee Seung-gi held a commanding lead, followed by Kang Ho-dong, Lee Soo-geun, and Eun Ji-won.

Table 5. Searches, blogs, and twitter for the cast members of *SinSeoYuGi*

Cast member	Character name	Search	Blog	Twitter
Lee Seung-gi	Xuanzang	6,209	1,519	10,724
Kang Ho-dong	Zhu Bajie	1,776	1,184	2,135
Eun Ji-won	Sha Wujing	1,252	589	2,981
Lee Soo-geun	Sun Wukong	1,278	513	1,350

3.4 Analysis of the success factors of *SinSeoYuGi*

In the D2C era, the first web-real variety in Korea was attempted on the Internet, not TV. It may be said that the star PD Na Young-seok's new challenge to *SinSeoYuGi* satisfied viewers' expectation. The credible direction ability of PD Na Young-seok and the cast members' harmony were excellent. The show of changed characters between Kang Ho-dong and Lee Seung-gi was also compulsive viewing. The success factors of *SinSeoYuGi* are as follows:

First, appearance fees and production cost were saved. Guarantees for the cast members of Kang Ho-dong, Lee Soo-geun, and Eun Ji-won, who caused public criticism, were lowered except Lee Seung-gi, and expenses for production were reduced.

Second, casting and storytelling reflected reality well. Big data showed the 'Lee Seung-gi branding effects' made by the casting of Lee Seung-gi. In addition, the story was similar to the structure of *SeoYuGi (Journey to the West)*. Lee Seung-gi played Xuanzang with the image of a perfect man; Kang Ho-dong played Zhu Bajie, a fat pig; Lee Soo-geun played Sun Wukong, a monkey character with the greatest sin; and Eun Ji-won played Sha Wujing, an unpredictable character. And the story evolved on the basis of a familiar subject matter, a travel to China.

Third, it contained more plain and realistic lines than TV broadcast. Lee Seung-gi elicited laughter by saying, "I had my fortune told just recently, and I was told to delay joining the army, for I will be lucky next year. It seems that I will either join the army or be sent to prison."

Fourth, the one-time release of the show was divided into five clips for convenient watching in the D2C era. It approached viewers in consideration of mobile characteristics.

Fifth, its release through Naver TV Cast was an excellent selection. Big data shows that the selection of mobile streaming media allowing easy accessibility and viewing became a factor behind the fine effect.

Sixth, the 'pre-roll advertising' was effective for revenue generation. An explosive increase in views created a profitable advertising model. The exposure platform was Naver TV Cast, and three kinds of advertising were sold according to exposure types. CPM is KRW 30,000. Naver has the profit format of KRW 2/view.

Table 6. Digital advertising product package for SinSeoYuGi

AD Pack	Premium	Gold	Limit
CPM	KRW 30,000	KRW 20,000	KRW 30,000
Number of accounts	3	10	Consultation
Guaranteed exposure	3.33 mil. views	1 mil. views in total 0.5 mil. views on Kakao TV 0.5 mil. views on Vingo TV	0.33 mil. views
Sale mode	First come, first served basis	First come, first served basis	First come, first served basis
Sale subject	CJ E&M	Media rep	Media rep
Unit price	0.1 billion	2,000	1,000

4. Conclusion

As consumers of snack culture and D2C consume cultural contents in real time, webtoon, web drama, and web-real variety increasingly attract attention. They are new business models that approach mobile viewers, not TV viewers. The web-real variety *SinSeoYuGi*, which reached 50 million views in total and also exceeded 50 million views on the Chinese portal site QQ, raised expectations for creating a new market.

This study analyzed social media viewers' response to *SinSeoYuGi* and the success factors of the show, using the techniques of text mining and opinion mining from big data. The web-real variety broke away from the formula of 'The running time of an entertainment program is 87 minutes' and also made the history of reaching the break-even point only with advertising revenue from web contents for the first time in Korea.

This phenomenon justified the production of its season 2. In case of producing its season 2, it is necessary to cast Lee Seung-gi first, as shown in the results from big data. However, he can't join due to the problem of military service. It is required to cast a member who can fill the vacancy of Lee Seung-gi. Further, it is necessary to expand media to TV re-run and online exposure as well as Naver TV Cast.

In addition, it is necessary to obtain the advice of outside experts who can consider time, contents, subject matter, viewing methods, trust, communication, etc. by analyzing the viewers' patterns of the season 1. That is, it is a point of time when a technical marketer who can understand and combine various areas as a generalist. It is hoped that the support of expert manpower will open a new market in which Korean-style reality programs emerge as valuable web contents as well as TV contents.

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