

# South Korean phone company bets on K-pop

April 12 2012

---

(AP) -- South Korea's largest fixed-line telephone company is trying to capitalize on the worldwide popularity of Korean pop music, or K-pop, to increase revenue from overseas.

KT Corp. plans to roll out a [mobile application](#) of its online music [streaming service](#) this year and promote its video joint venture as a platform for broadcasting live concerts of K-pop stars.

KT Chairman Lee Suk-chaе said Thursday that telephone companies "will not just be a provider of dumb pipes."

The move by KT Corp. to use its iTunes-inspired music service and online broadcasting firm to attract overseas audiences, is aimed at getting more control over content on its network.

©2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: South Korean phone company bets on K-pop (2012, April 12) retrieved 23 April 2024 from <https://phys.org/news/2012-04-south-korean-company-k-pop.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--