

Executive Summary / 執行摘要

kpopn.com is the premier source in Taiwan for breaking news and analysis of Korean pop culture.

With 7.8 million visits and 39 million page views each month, kpopn is one of the most visited web sites in Taiwan.

In addition to reporting kpop news, kpopn staff and community host weekly live shows and interviews, monthly in person meet ups and are front in center for all kpop related events hosted in Taiwan.

kpopn.com 是台灣的韓國流行 (kpop) 資訊、分析、和娛樂新聞首席網站。

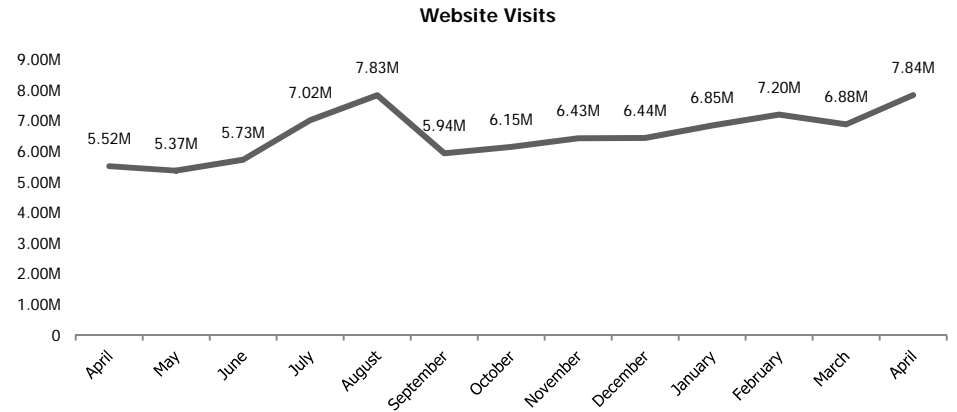
每月超過783萬人次和3887萬頁面瀏覽量，kpopn 是台灣最多人看的網站之一

除了 kpop 報導之外，kpopn 工作人員與社群每周帶來現場直播的節目與訪談、每月開讀者見面會、在台灣的 kpop 界一直站在最前線。

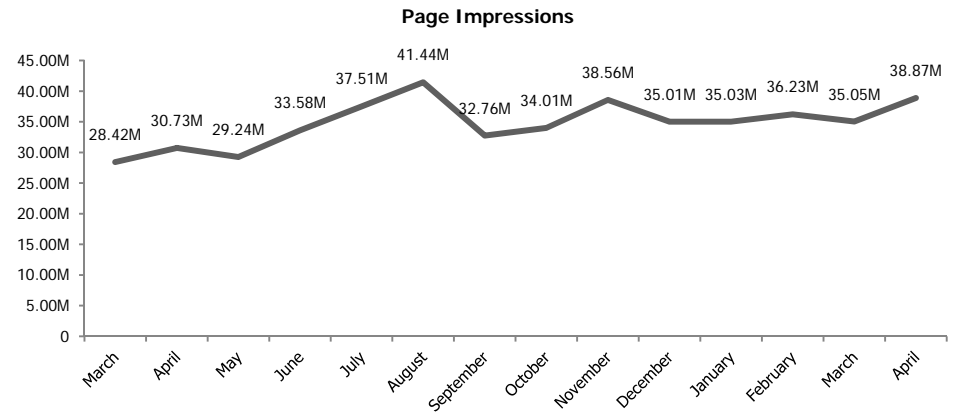


Monthly Visitor Demographics / 每月瀏覽人口統計

Visitors/瀏覽人次 : 7.8 million/783萬

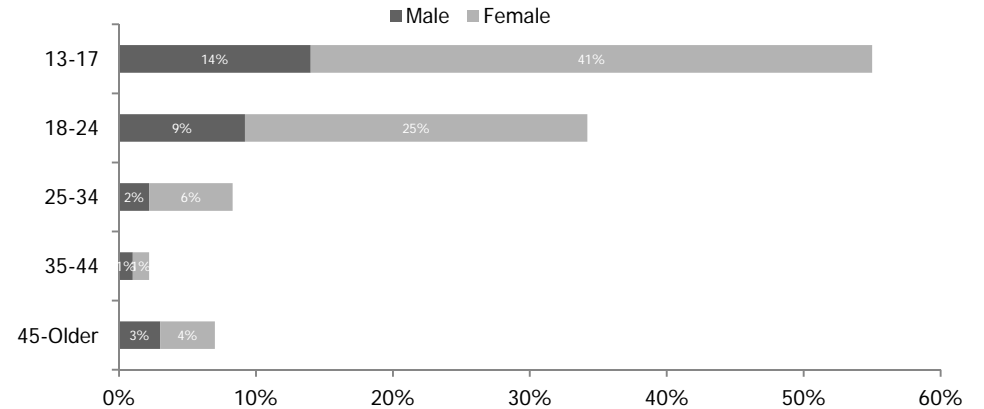


Page Views (PV) : 39 million/3887萬



Facebook Fans/臉書粉絲 : 662,000
 Twitter Fans/推特粉絲 : 12,335
 Plurk Fans/撲浪粉絲 : 7147
 Worldwide Ranking/世界排名 : 28,650
 Taiwan Ranking/台灣排名 : 251

Gender/性別 : 74% Female/女 26% Male/男



Site Profile / 網站簡介

Since launching in February 2010, kpopn continues to expand to keep up with the growing demand of the Taiwanese market for Korean pop culture.

- 10 writers + regular guest writers, 3 site moderators, 3 graphic designers.
 - Breaking news on Korean music, drama, movies, artists and artist families.
 - Live weekly web events and giveaways.
 - Weekly giveaway contests of: concert and movie tickets, Korean artist CD & DVDs as well as other Korean pop related materials such as posters, magazines, clothing and accessories.
 - Live monthly fan meet ups throughout Taiwan.
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2010年2月開站以來，kpopn 持續擴大、不斷的成長來配合台灣市場對韓國流行文化的增長需求

- 10位寫手 + 固定 Guest Writers (特別來賓寫手)、3位網站管理員、3位美編
- 韓國音樂、戲劇、電影、藝人與藝人家族的第一線最新新聞
- 每周現場直播線上活動與抽獎
- 每周抽獎贈品：演唱會與電影票、韓國藝人 CD & DVD、與其他 kpop 相關產品與周邊，如海報、雜誌、衣服、演唱會官方螢光棒、配件等...
- 在台灣各個城市，每月舉辦讀者見面會

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