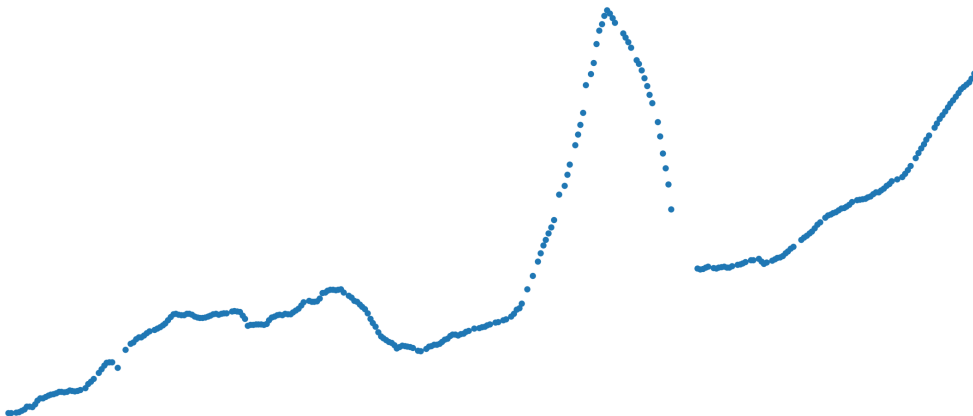


Monthly Comeback Review

Based on Kpop Music Show Appearances
and Monthly Spotify Listeners

DECEMBER 2024



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1 Introduction

This document aims to present and analyse the course of comebacks by the means of their monthly Spotify listeners.

Sample Chart

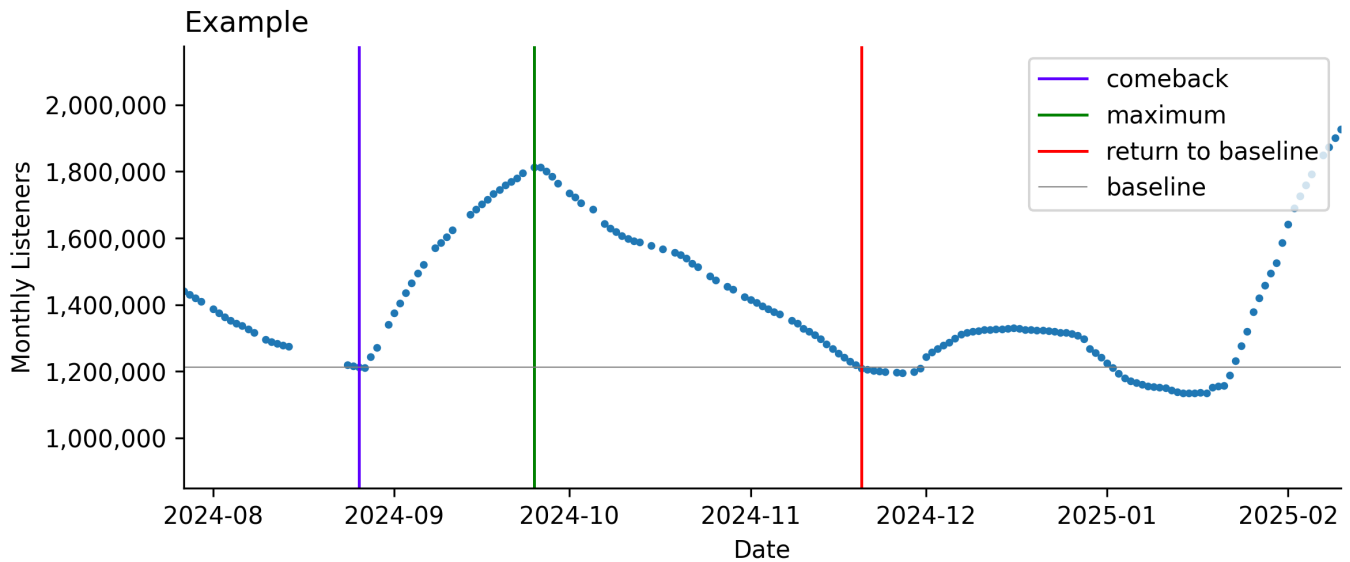


Figure 1: Example chart with legend

Method

Graphing and Analysis

For each comeback the following values are established:

- **Baseline:** This is the number of monthly listeners at or around the comeback date.
- **Maximum:** This is the highest number of monthly listeners achieved within that comeback period, and the date at which this happens. If the artist's next comeback has already occurred, the maximum is taken strictly prior to the new release.
- **Return to Baseline:** This is the point in time where an artist's monthly listeners dip below the number of monthly listeners established in the Baseline.

These values are then used for further analysis. I have ranked each comeback's maximum, net increase, percentage increase, and days taken to reach peak against the others. These rankings are then used to find a "total rank", which is determined by a simple mean of the three individual ranks excluding the maximum, which I feel would overly skew the total rank in favor of large artists. In averaging these ranks, those comebacks excluded in the other analyses were also excluded from the time-to-peak ranking. These ranks can be found in order in the indices at the end of the document.

Music Shows

This document includes all artists who performed their comeback on a music show for the first time in the month of December 2024.

The music shows considered are:

- ☐ The Show
- ☐ Show Champion
- ☐ M Countdown
- ☐ Music Bank
- ☐ Simply K-Pop
- ☐ Show! MusicCore
- ☐ Inkigayo

Spotify

The comeback date is taken as the day the track was published on Spotify.

Each artist's monthly listeners were recorded almost daily. To create the charts, these data points were then graphed, starting four weeks prior to the comeback date, and extending 24 weeks after it. Due to the large graphing window, for some artists the graph may show parts of the following comeback as well. Maxima are adjusted accordingly, and calculated only before the next comeback date.

Some comeback dates are before December 2024. Wherever possible, these comebacks were still graphed and analysed as normal. Some artists' comeback performances were so delayed from their Spotify releases that I have too little or no data from their comeback period.

Those artists for whom I am missing up to five days of their comebacks I have graphed as usual.

Those artists for whom I am missing up to the first two weeks of their comebacks I have graphed but excluded from most rankings.

Those artists for whom I am missing more than their first two weeks are excluded from graphing and are listed in section 3.

Notices

Early 2025 Data Issues

There are very specific irregularities occurring during this time that do not seem to affect all artists, nor do they affect them at the same time. Monthly listeners experience a sudden jump up, where they behave normally for around 10 days before dropping back down to their earlier level. When the anomaly affects maximum calculation the comeback is excluded from most rankings, and all affected comebacks have been given a note.

2 Debuts

The following artists debuted on a music show in December 2024. They will be treated separately as a part of the 2024 July-December debut overview, but are listed here for completion's sake.

JAESSBEE: Debuted 11 November 2024 with **Every Moment With You**

3 Comebacks with Insufficient Data

The following artists performed an official song on a music show in December 2024, but I was not able to get sufficient spotify data to be able to graph or interpret their success.

Yang Jieun: Came back 20 November 2024 with **You are a butterfly**

BADA: Came back 1 November 2024 with **kiss me baby**

Haseul: Came back 9 December 2024 with **Fragile Eyes**

Hwang Karam: Came back 21 October 2024 with **I'm Firefly**

Jonathan Wong: Came back 5 December 2024 with **Low Key**

Joosiq: Came back 12 November 2024 with **Call Your Name**

Lee Myung-hwa: Came back 26 November 2024 with **Real Deal**

Seo J: Came back 31 October 2024 with **Thank you and sorry**

The below artists Big Ocean and VVS were affected by a data anomaly that exaggerated their maxima. They thus cannot be graphed as normal.

Big Ocean: Came back 12 November 2024 with **Flow**

VVS: Came back 4 December 2024 with **Nothing lasts forever**

4 Graphed Comebacks

CRAViTY

Comeback Date: 5 December 2024

Title Track: Now or Never

Peak Monthly Listeners: 341,017

ML Rank: # 5 of 12

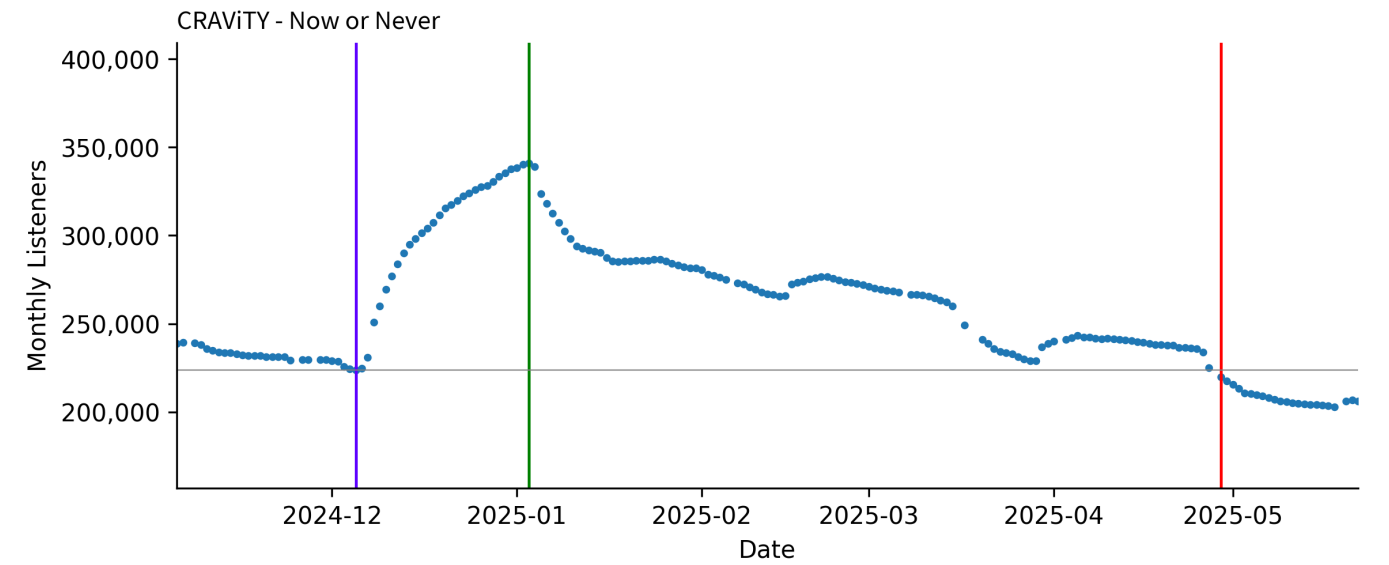


Figure 2: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

117,149

Percentage increase in monthly listeners

52.33 %

Rank of days from comeback to peak

3 of 12

Rank of net increase

4 of 12

Rank of percentage increase

4 of 12

Days from comeback back to baseline

145

Total Rank

2 of 12

Jang Minho

Comeback Date: 28 November 2024

Title Track: Tiki-taka of Love

Peak Monthly Listeners: 21,003

ML Rank: # 7 of 12

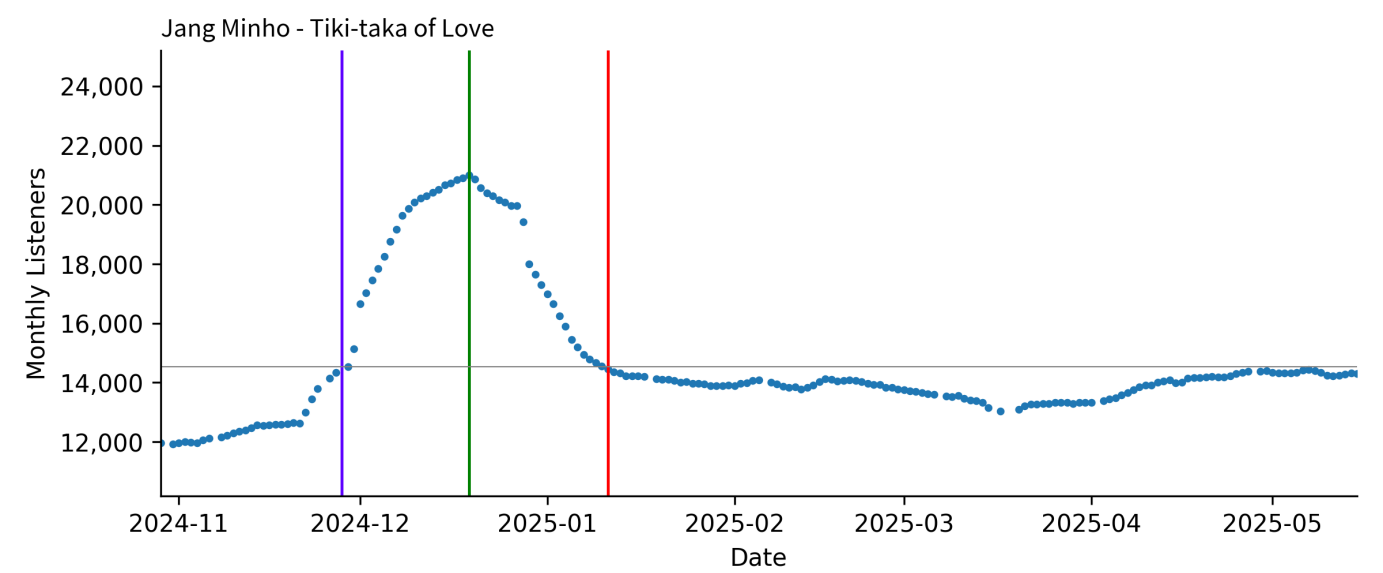


Figure 3: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
21	6,477	44.59 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 8 of 12	# 6 of 12	# 6 of 12
Days from comeback back to baseline	Total Rank	
44	# 8 of 12	

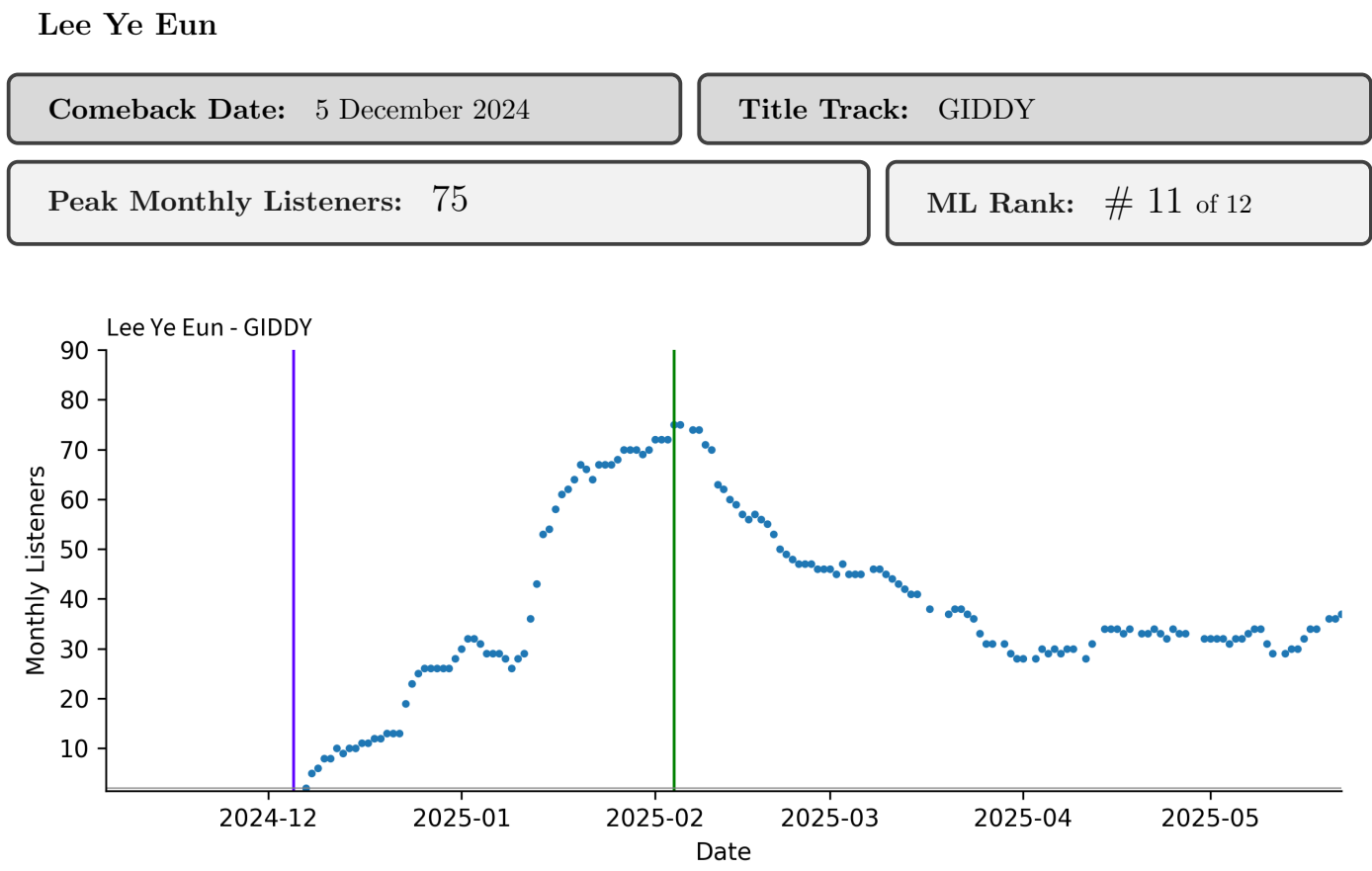


Figure 4: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
61	73	3600.0 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 1 of 12	# 10 of 12	# 1 of 12
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 4 of 12	

Lubless

Comeback Date:30 November 2024

Title Track:White out

Peak Monthly Listeners:3,301

ML Rank:# 10 of 12

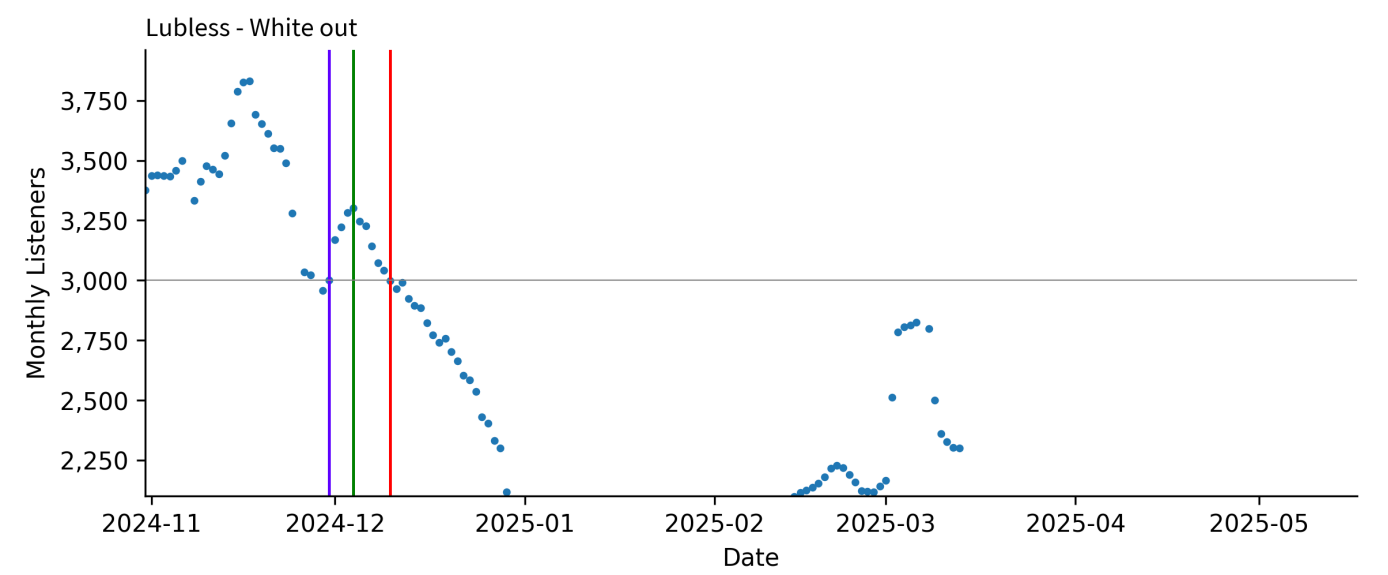


Figure 5: Monthly Listeners vs. Date

Days from comeback to peak

4

Increase in monthly listeners

301

Percentage increase in monthly listeners

10.03%

Rank of days from comeback to peak

11 of 12

Rank of net increase

9 of 12

Rank of percentage increase

11 of 12

Days from comeback back to baseline

10

Total Rank

11 of 12

M.O.N.T

Comeback Date: 2 December 2024

Title Track: When Winter Comes

Peak Monthly Listeners: 20,639

ML Rank: # 8 of 12

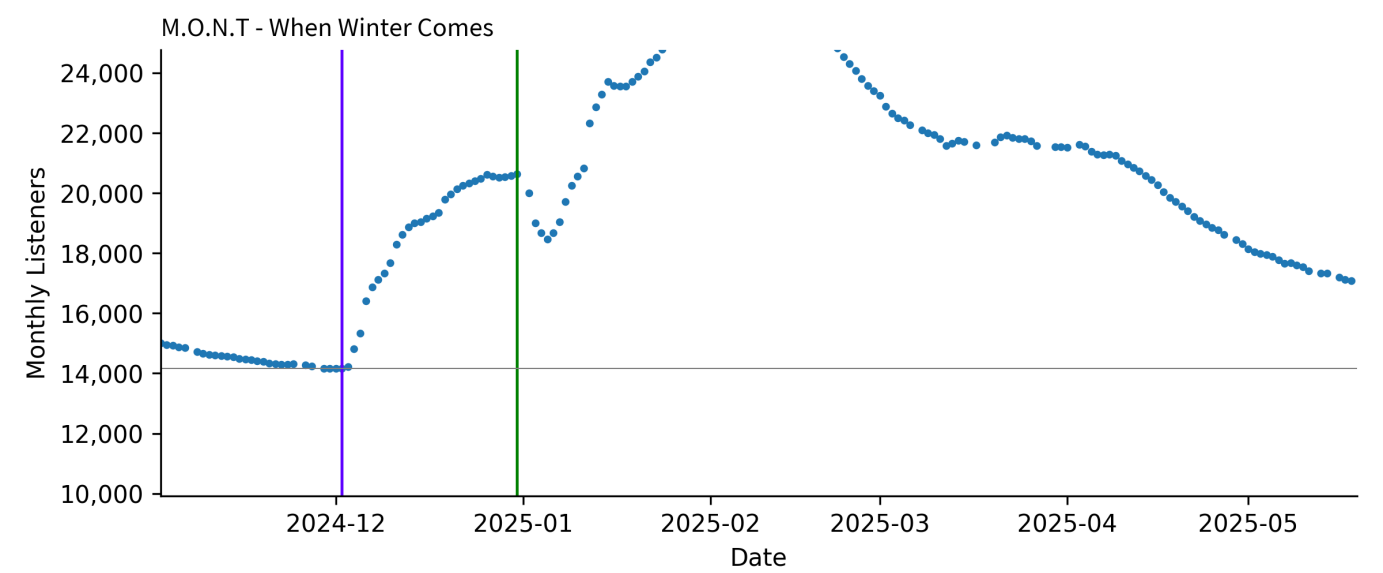


Figure 6: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

6,475

Percentage increase in monthly listeners

45.71 %

Rank of days from comeback to peak

3 of 12

Rank of net increase

7 of 12

Rank of percentage increase

5 of 12

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

6 of 12

MEOVV

Comeback Date: 18 November 2024

Title Track: BODY

Peak Monthly Listeners: 3,792,139

ML Rank: # 3 of 12

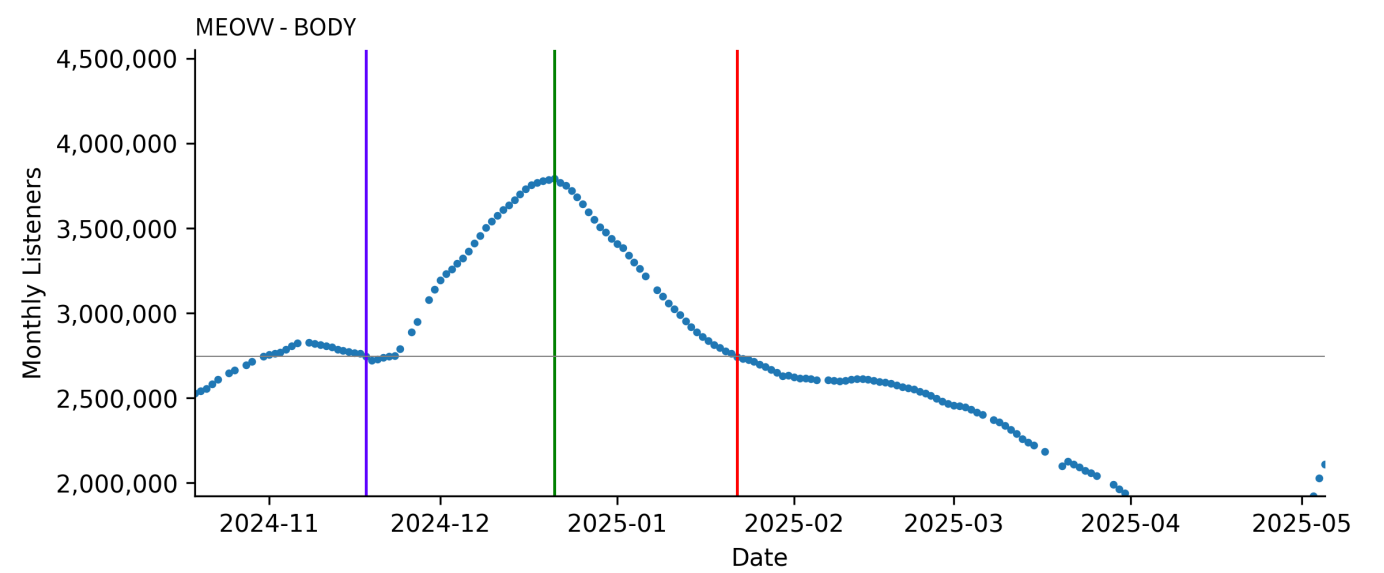


Figure 7: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
33	1,046,386	38.11 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 2 of 12	# 2 of 12	# 7 of 12
Days from comeback back to baseline	Total Rank	
65	# 2 of 12	

Park Jeup

Comeback Date: 29 November 2024

Title Track: RESET

Peak Monthly Listeners: 26,101

ML Rank: # 6 of 12

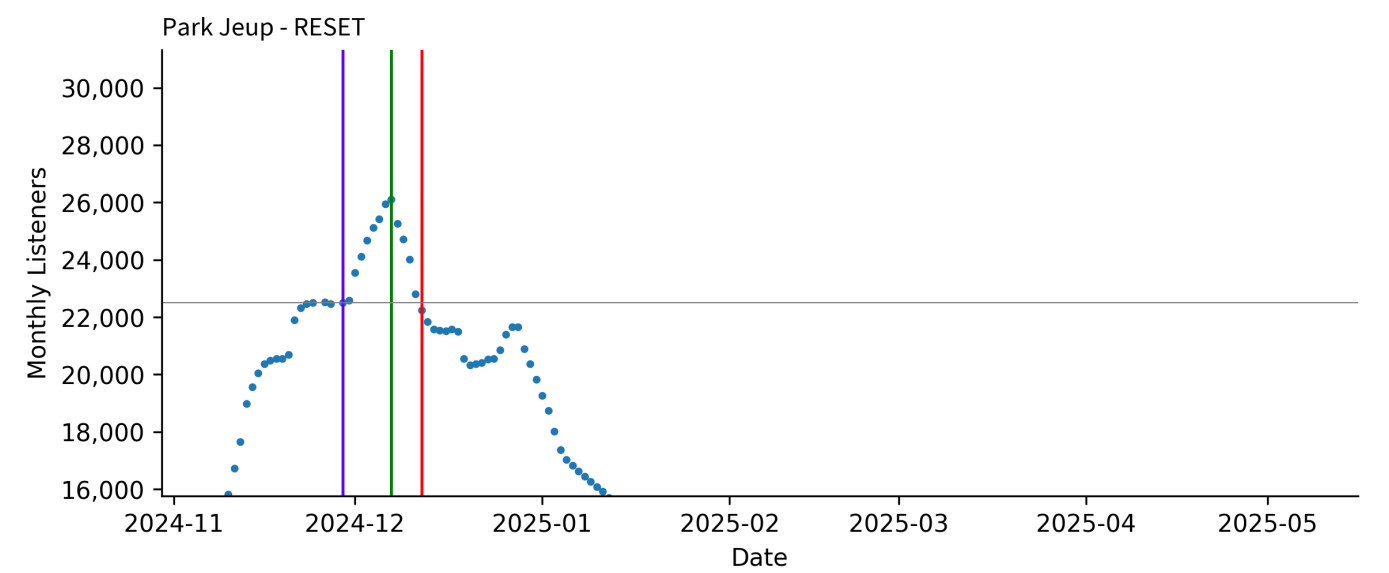


Figure 8: Monthly Listeners vs. Date

NOTE: The shortened peak is associated with a previous increase in listeners due to a release on 3 November 2024.

Days from comeback to peak

8

Rank of days from comeback to peak

10 of 12

Days from comeback back to baseline

13

Increase in monthly listeners

3,590

Rank of net increase

8 of 12

Percentage increase in monthly listeners

15.95 %

Rank of percentage increase

10 of 12

Total Rank

10 of 12

SEVENUS

Comeback Date: 9 December 2024

Title Track: SLOMO

Peak Monthly Listeners: 12,871

ML Rank: # 9 of 12

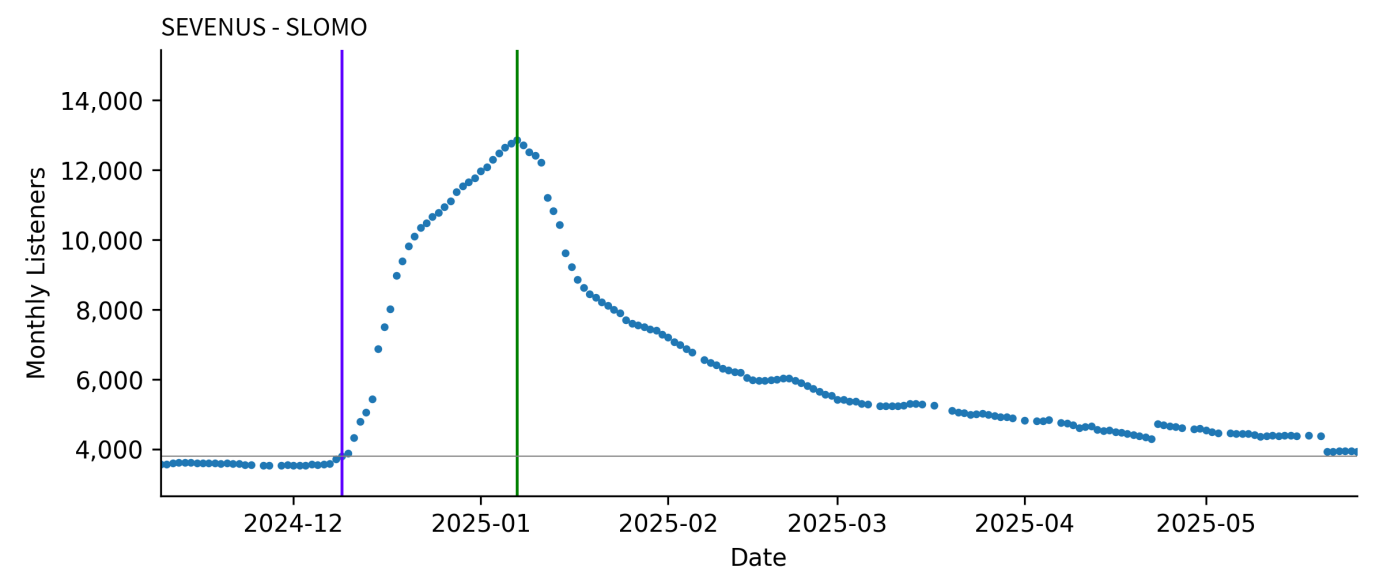


Figure 9: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	9,076	239.16 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 3 of 12	# 5 of 12	# 2 of 12
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 1 of 12	

TREASURE

Comeback Date: 5 December 2024

Title Track: LAST NIGHT

Peak Monthly Listeners: 2,878,736

ML Rank: # 4 of 12

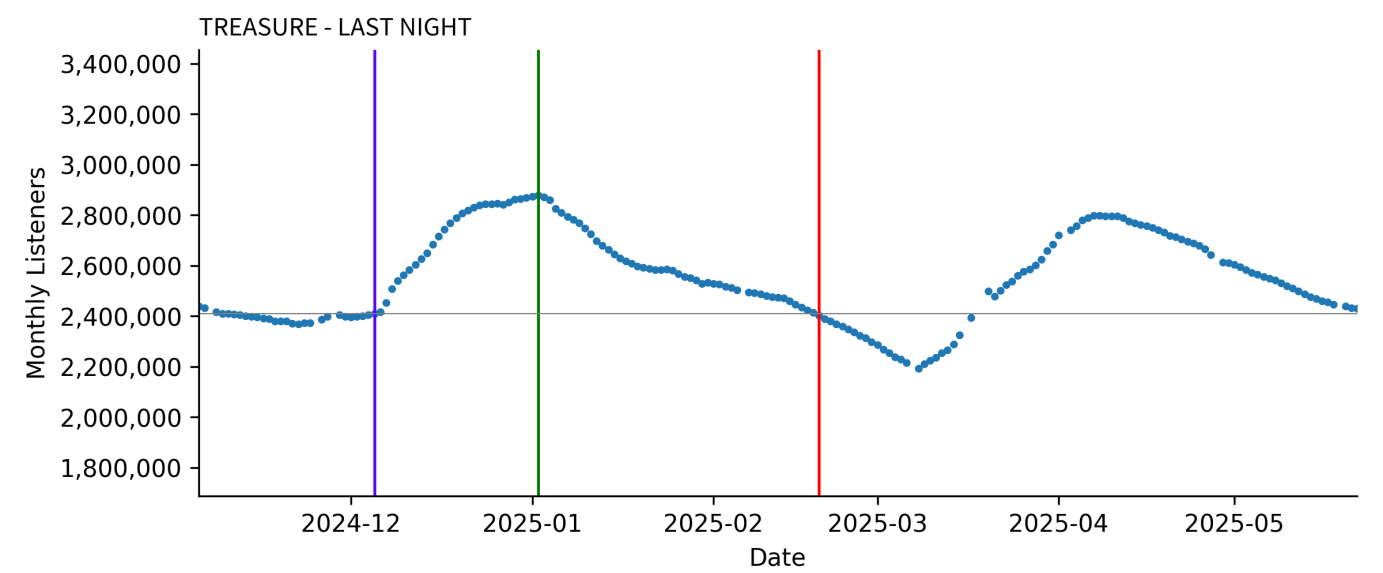


Figure 10: Monthly Listeners vs. Date

Days from comeback to peak

28

Increase in monthly listeners

468,797

Percentage increase in monthly listeners

19.45 %

Rank of days from comeback to peak

7 of 12

Rank of net increase

3 of 12

Rank of percentage increase

9 of 12

Days from comeback back to baseline

76

Total Rank

7 of 12

Twice

Comeback Date: 6 December 2024

Title Track: Strategy

Peak Monthly Listeners: 12,393,004

ML Rank: # 1 of 12

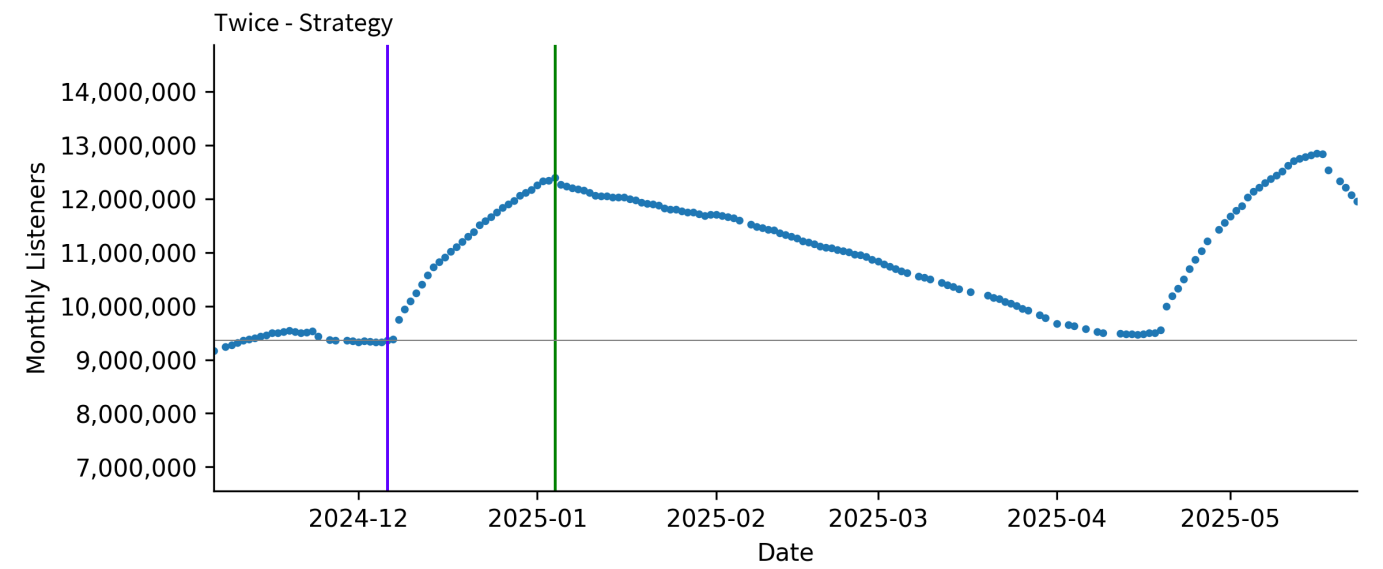


Figure 11: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	3,035,645	32.44 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 3 of 12	# 1 of 12	# 8 of 12
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 4 of 12	

YOASOBI

Comeback Date:11 November 2024

Title Track:New me

Peak Monthly Listeners:8,249,263

ML Rank:# 2 of 12

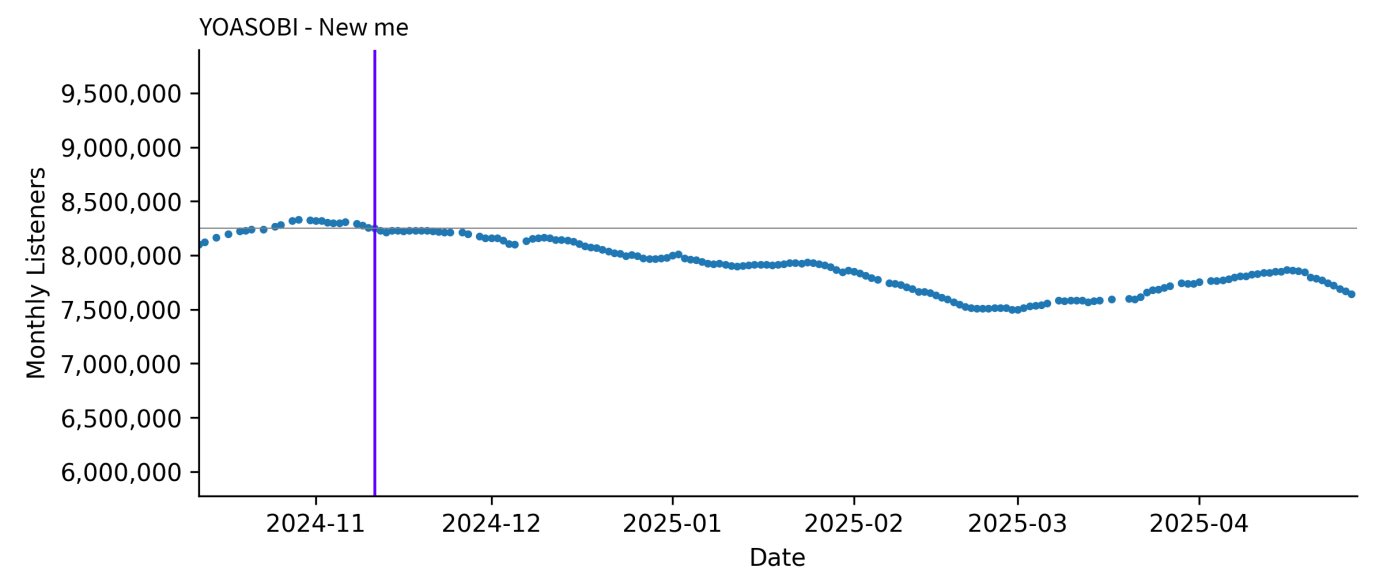


Figure 12: Monthly Listeners vs. Date

NOTE: The immediate decrease in listeners is associated with a previous increase in listeners due to previous releases in October 2024.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
No Increase	0	0.0%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 12 of 12	# 12 of 12	# 12 of 12
Days from comeback back to baseline	Total Rank	
0	# 12 of 12	

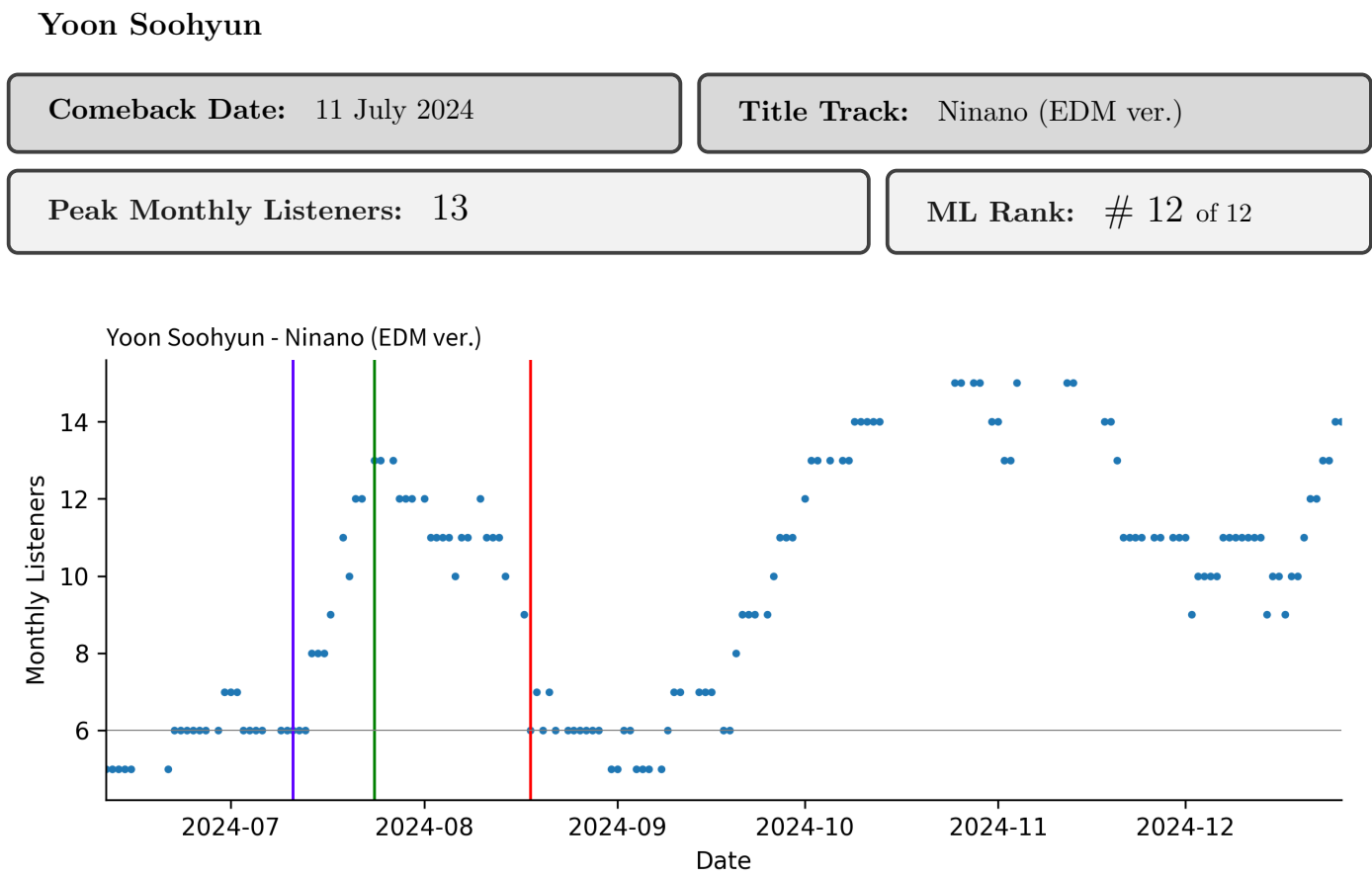


Figure 13: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
13	7	116.67%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 12	# 11 of 12	# 3 of 12
Days from comeback back to baseline	Total Rank	
38	# 9 of 12	

5 Index: Total Rank

Total Rank	Artist	Page Link
1	SEVENUS	4.8
2	CRAViTY	4.1
2	MEOVV	4.6
4	Twice	4.10
4	Lee Ye Eun	4.3
6	M.O.N.T	4.5
7	TREASURE	4.9
8	Jang Minho	4.2
9	Yoon Soohyun	4.12
10	Park Jeup	4.7
11	Lubless	4.4
12	YOASOBI	4.11

6 Index: Net Increase

Rank	Artist	Net Increase	Page Link
1	Twice	3,035,645	4.10
2	MEOVV	1,046,386	4.6
3	TREASURE	468,797	4.9
4	CRAViTY	117,149	4.1
5	SEVENUS	9,076	4.8
6	Jang Minho	6,477	4.2
7	M.O.N.T	6,475	4.5
8	Park Jeup	3,590	4.7
9	Lubless	301	4.4
10	Lee Ye Eun	73	4.3
11	Yoon Soohyun	7	4.12
12	YOASOBI	0	4.11

7 Index: Percentage Increase

Rank	Artist	Percent Increase	Page Link
1	Lee Ye Eun	3650.00%	4.3
2	SEVENUS	239.16%	4.8
3	Yoon Soohyun	116.67%	4.12
4	CRAViTY	52.33%	4.1
5	M.O.N.T	45.71%	4.5
6	Jang Minho	44.59%	4.2
7	MEOVV	38.11%	4.6
8	Twice	32.44%	4.10
9	TREASURE	19.45%	4.9
10	Park Jeup	15.95%	4.7
11	Lubless	10.03%	4.4
12	YOASOBI	0.00%	4.11

8 Index: Comeback to Max

Rank	Artist	Days	Page Link
1	Lee Ye Eun	61	4.3
2	MEOVV	33	4.6
3	CRAViTY	29	4.1
3	Twice	29	4.10
3	SEVENUS	29	4.8
3	M.O.N.T	29	4.5
7	TREASURE	28	4.9
8	Jang Minho	21	4.2
9	Yoon Soohyun	13	4.12
10	Park Jeup	8	4.7
11	Lubless	4	4.4
12	YOASOBI	0	4.11

9 Index: Maximum

Rank	Artist	Maximum	Page Link
1	Twice	12,393,004	4.10
2	YOASOBI	8,249,263	4.11
3	MEOVV	3,792,139	4.6
4	TREASURE	2,878,736	4.9
5	CRAViTY	341,017	4.1
6	Park Jeup	26,101	4.7
7	Jang Minho	21,003	4.2
8	M.O.N.T	20,639	4.5
9	SEVENUS	12,871	4.8
10	Lubless	3,301	4.4
11	Lee Ye Eun	75	4.3
12	Yoon Soohyun	13	4.12