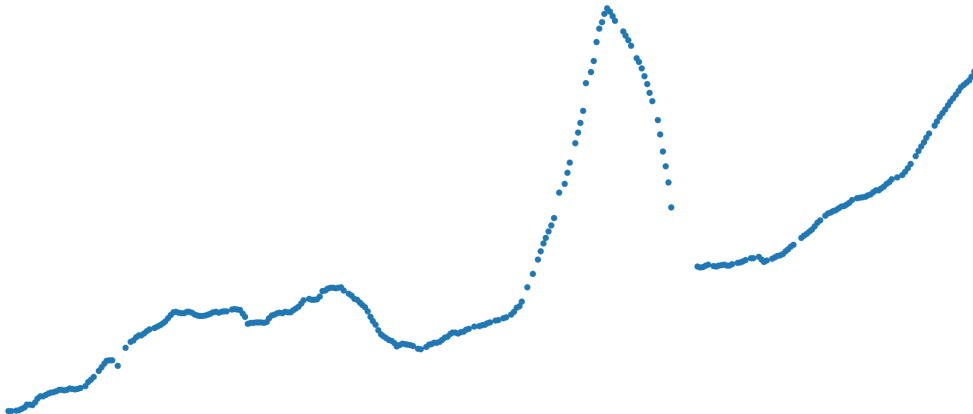


Monthly Comeback Review

Based on Kpop Music Show Appearances
and Monthly Spotify Listeners

JANUARY 2025



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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

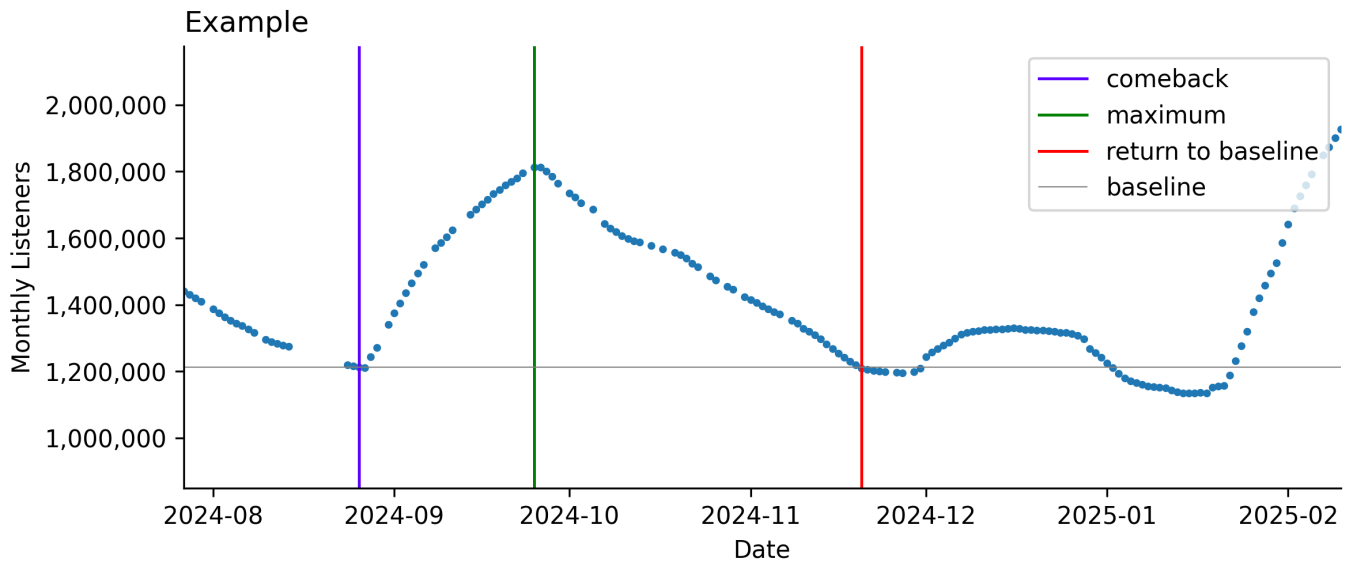


Figure 1: Example chart with legend

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 January 2025.

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 January 2025. 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 January 2025. They will be treated separately as a part of the 2025 January-June debut overview, but are listed here for completion's sake.

Chan Ul: Debuted 23 January 2025 with **Thank you**

Hearts2Hearts: Debuted 24 February 2025 with **The Chase**

Jung Seul: Debuted 14 January 2025 with **Tabom (feat. Shindong)**

KickFlip: Debuted 20 January 2025 with **Mama Said**

Minnie: Debuted 21 January 2025 with **HER**

XLOV: Debuted 7 January 2025 with **Imma Be**

dearALICE: Debuted 21 February 2025 with **Ariana**

NouerA: Released a Pre-debut track on 14 December 2024: **MU**

3 Comebacks with Insufficient Data

The following artists performed an official song on a music show in January 2025, but I was not able to get sufficient spotify data to be able to graph or interpret their success.

Lee Kyura: Came back 28 December 2024 with **The day was beautiful**

Lee Miri: Came back 5 November 2024 with **HEUNG TARYEONG**

Yoon Seoryung: Had no Spotify release for **Arariyo**

The below artists Byeol Sarang and Kim Bomin were affected by a data anomaly that exaggerated their maxima. They thus cannot be graphed as normal.

Byeol Sarang: Came back 5 December 2024 with **Only you (너뿐야)**

Kim Bomin: Came back 9 January 2025 with **How many times**

4 Graphed Comebacks

&team

Comeback Date: 17 December 2024

Title Track: Yukiakari

Peak Monthly Listeners: 905,934

ML Rank: # 9 of 25

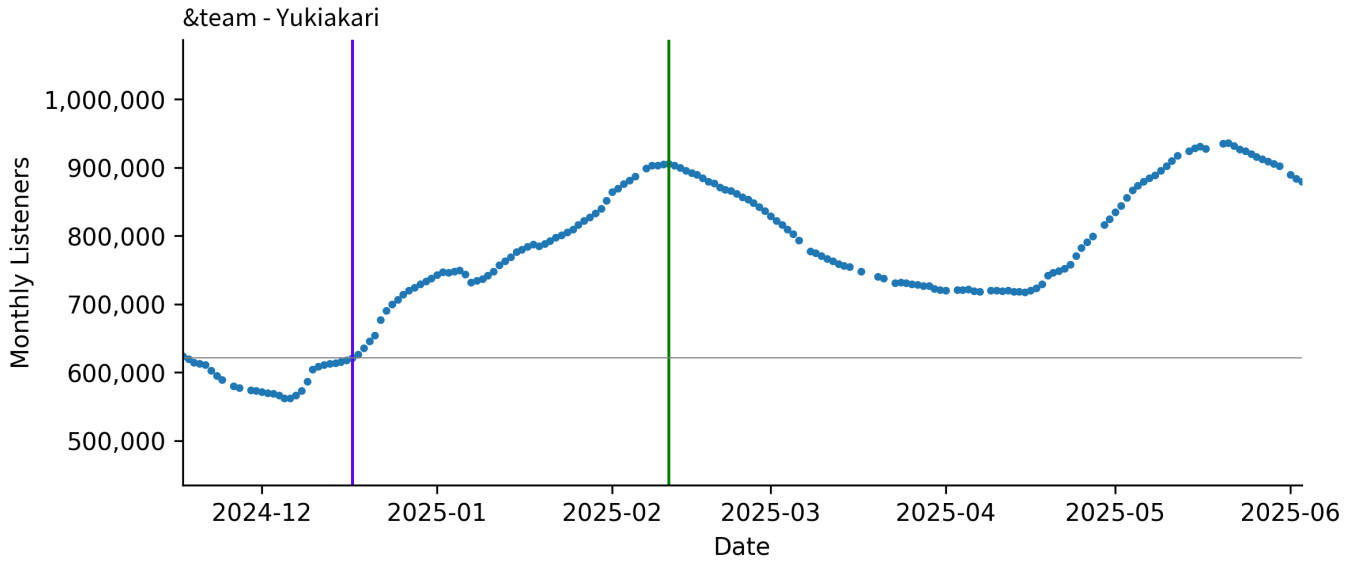


Figure 2: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
56	284,651	45.82 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 3 of 25	# 6 of 21	# 11 of 21
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 3 of 21	

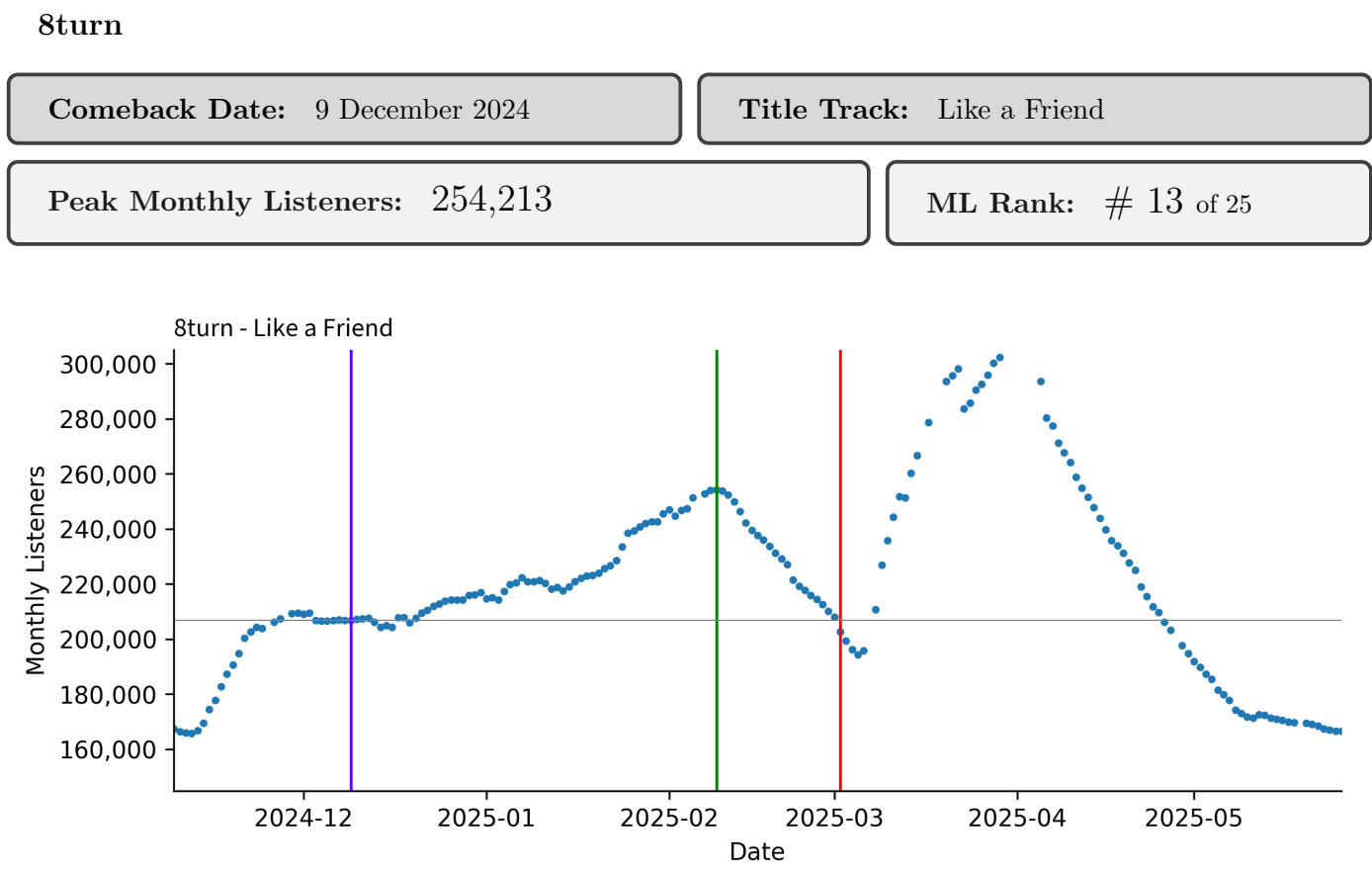


Figure 3: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
62	47,458	22.95 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 1 of 25	# 12 of 21	# 15 of 21
Days from comeback back to baseline	Total Rank	
83	# 7 of 21	

BB GIRLS

Comeback Date: 16 January 2025

Title Track: LOVE 2

Peak Monthly Listeners: 84,577

ML Rank: # 17 of 25

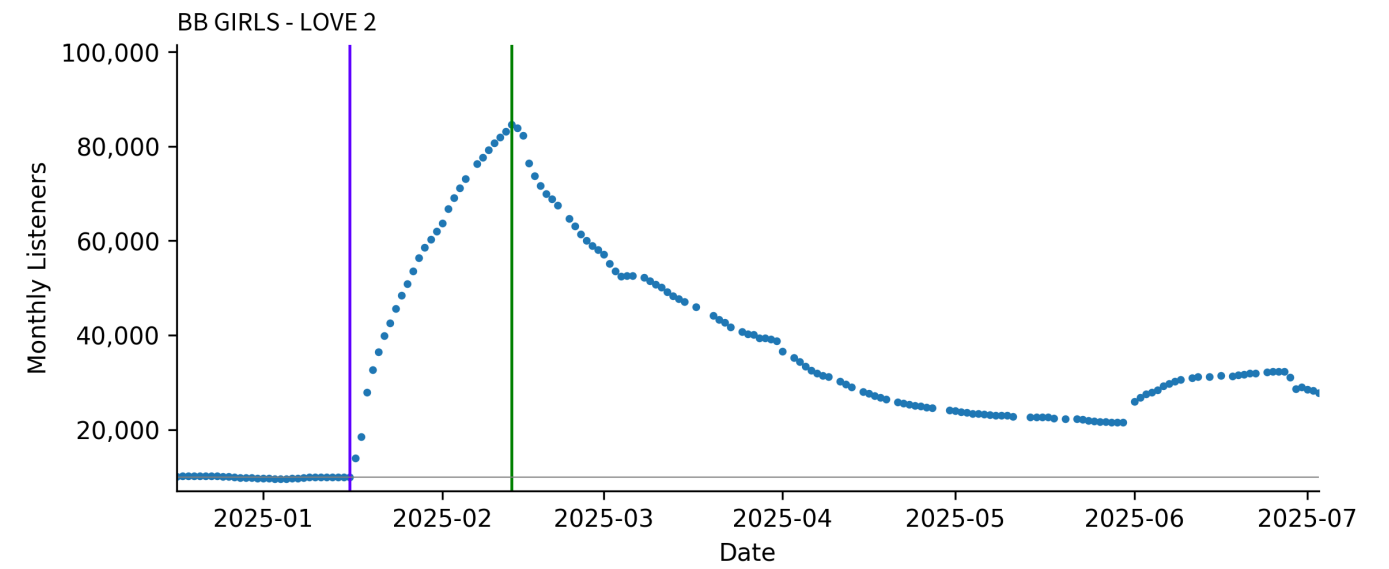


Figure 4: Monthly Listeners vs. Date

NOTE: This artist’s data shows a data anomaly. Since the anomaly is outside of the relevant data for rankings, the comeback has been included as usual.

Days from comeback to peak

28

Increase in monthly listeners

74,627

Percentage increase in monthly listeners

750.02 %

Rank of days from comeback to peak

20 of 25

Rank of net increase

11 of 21

Rank of percentage increase

2 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

10 of 21

BOYNEXTDOOR

Comeback Date: 6 January 2025

Title Track: IF I SAY, I LOVE YOU

Peak Monthly Listeners: 3,273,082

ML Rank: # 4 of 25

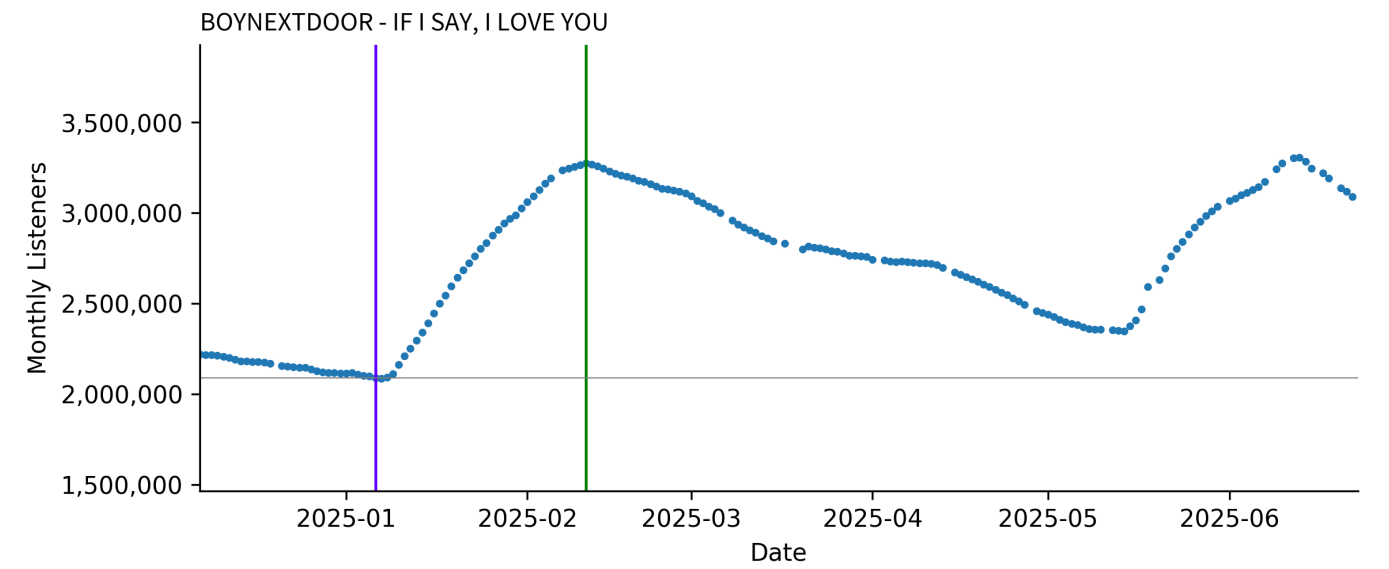


Figure 5: Monthly Listeners vs. Date

Days from comeback to peak

36

Increase in monthly listeners

1,183,332

Percentage increase in monthly listeners

56.63 %

Rank of days from comeback to peak

5 of 25

Rank of net increase

3 of 21

Rank of percentage increase

8 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

1 of 21

BSS

Comeback Date: 8 January 2025

Title Track: CBZ (Prime time)

Peak Monthly Listeners: 3,740,053

ML Rank: # 2 of 25

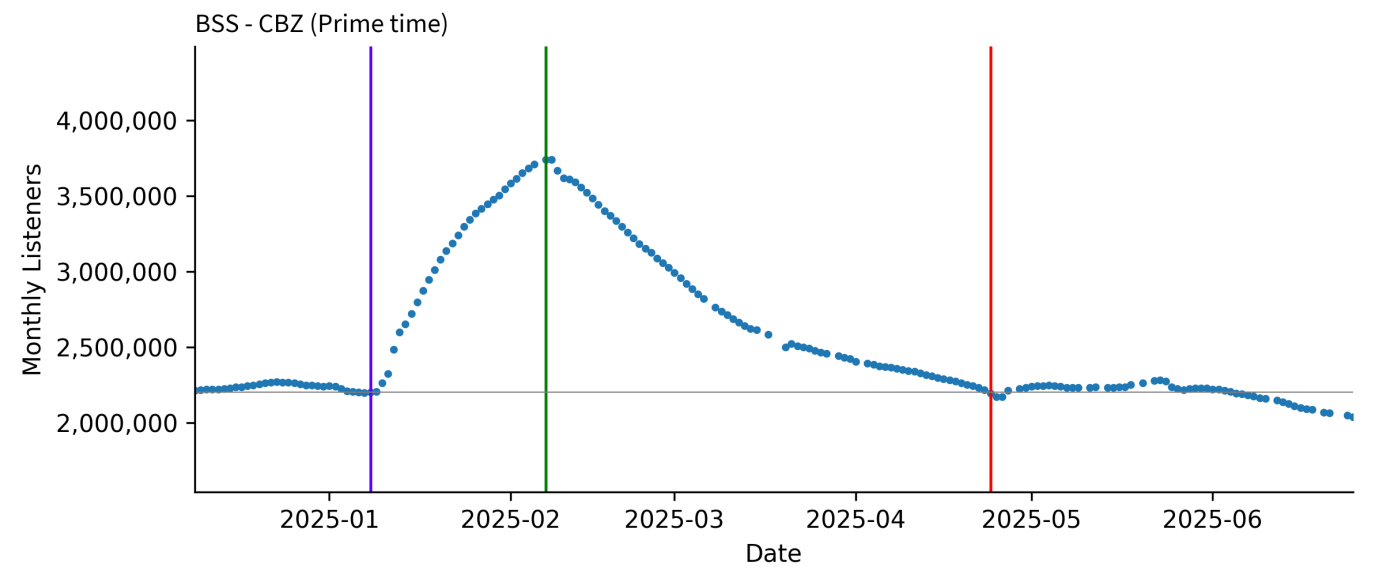


Figure 6: Monthly Listeners vs. Date

Days from comeback to peak

30

Increase in monthly listeners

1,539,380

Percentage increase in monthly listeners

69.95 %

Rank of days from comeback to peak

9 of 25

Rank of net increase

1 of 21

Rank of percentage increase

7 of 21

Days from comeback back to baseline

106

Total Rank

1 of 21

CIX

Comeback Date: 23 January 2025

Title Track: THUNDER

Peak Monthly Listeners: 447,193

ML Rank: # 12 of 25

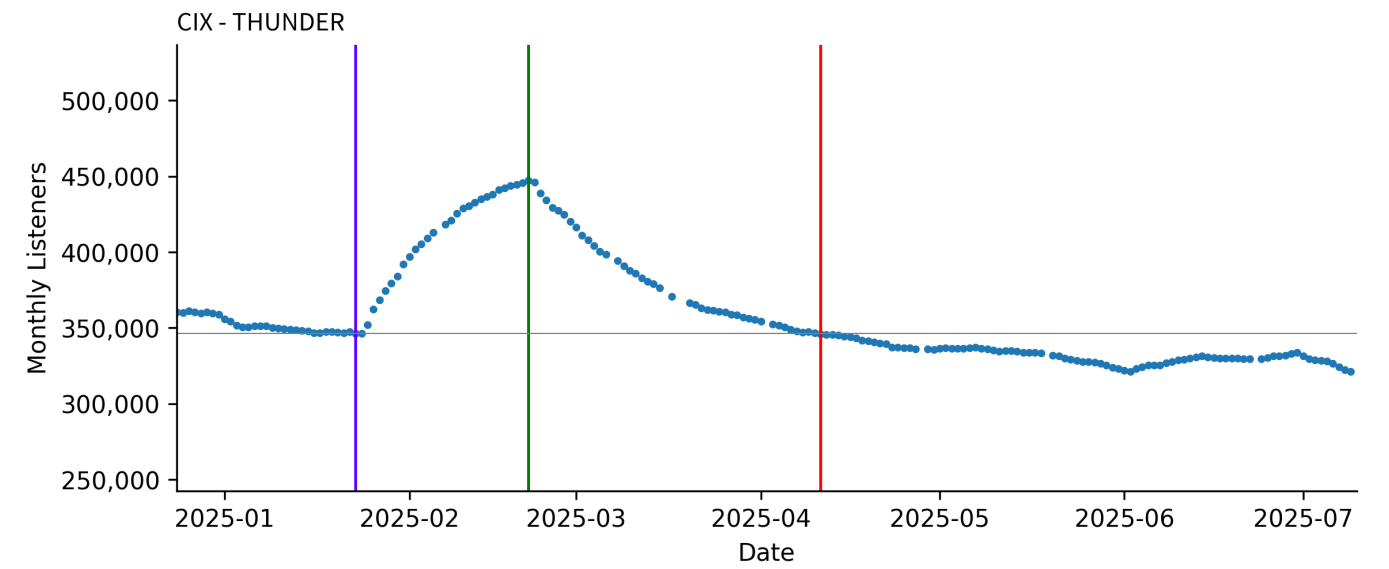


Figure 7: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	100,943	29.15 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 14 of 25	# 9 of 21	# 14 of 21
Days from comeback back to baseline	Total Rank	
78	# 15 of 21	

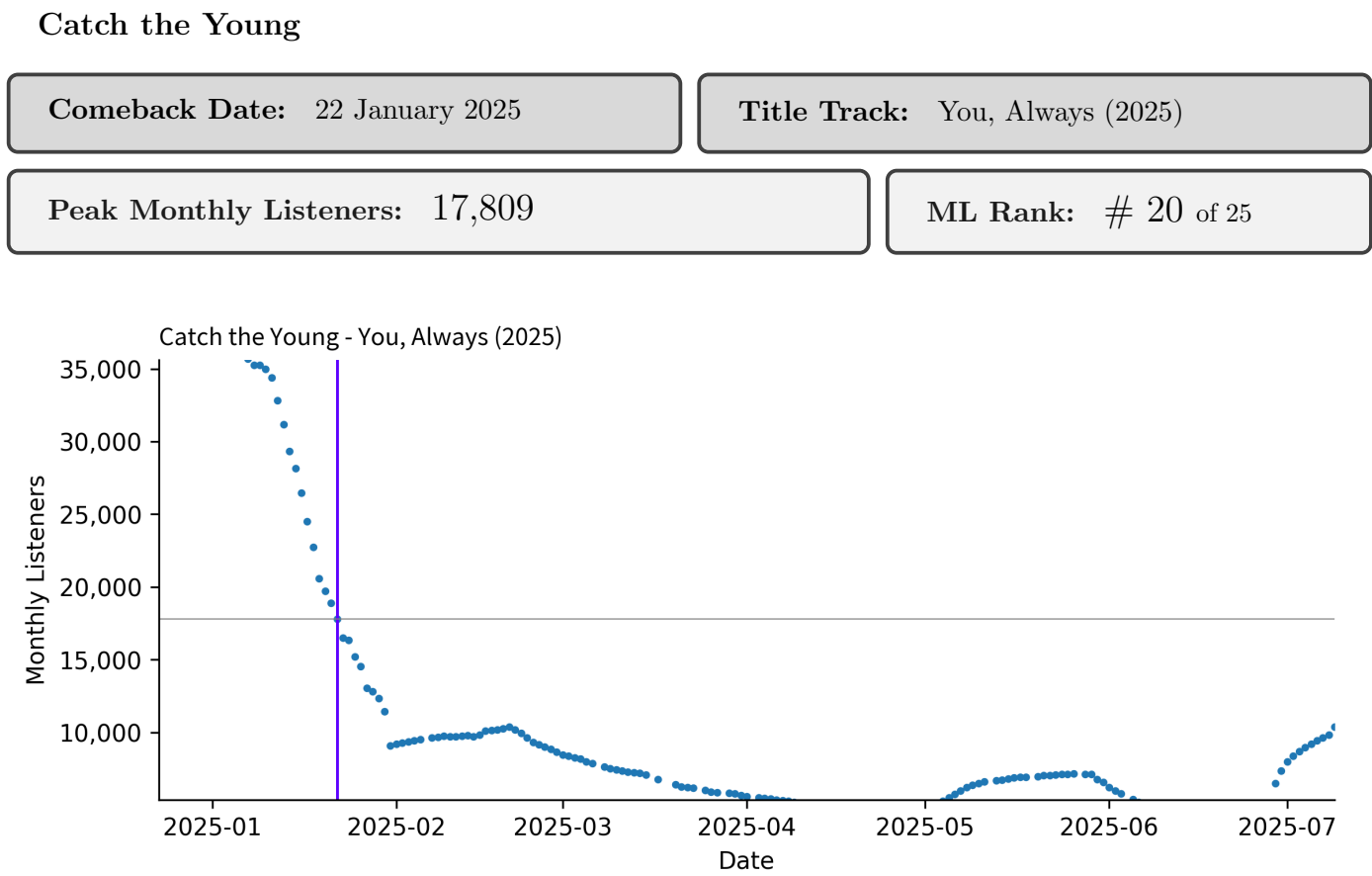


Figure 8: Monthly Listeners vs. Date

NOTE: The immediate decrease in listeners is associated with a previous increase in listeners starting in October 2024. This increase is not associated with a Spotify release, however.

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
# 25 of 25	# 21 of 21	# 21 of 21
Days from comeback back to baseline	Total Rank	
0	# 21 of 21	

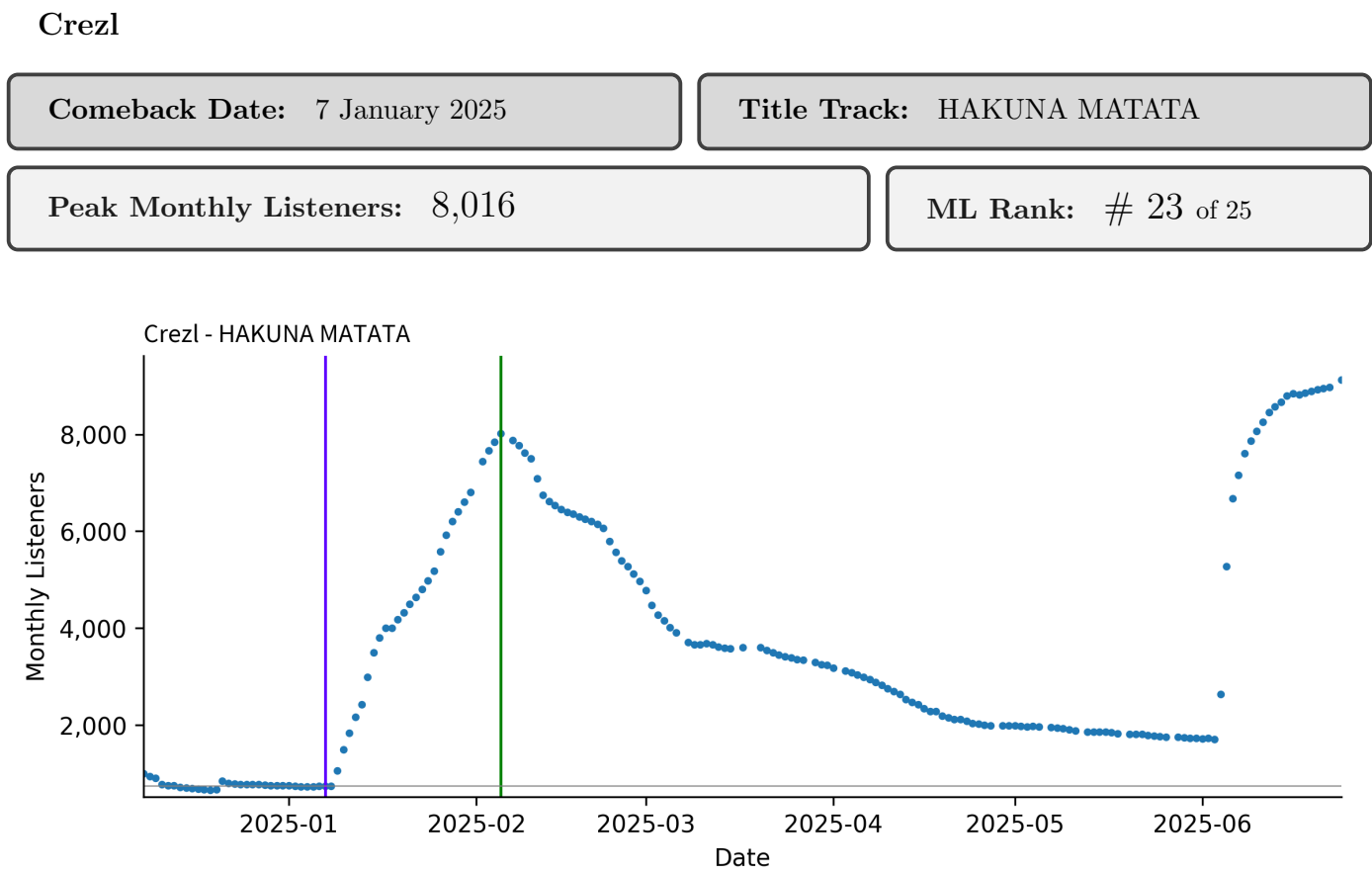


Figure 9: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	7,275	981.78 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 14 of 25	# 16 of 21	# 1 of 21
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 7 of 21	

GFRIEND

Comeback Date: 6 January 2025

Title Track: Season of Memories

Peak Monthly Listeners: 3,162,078

ML Rank: # 5 of 25

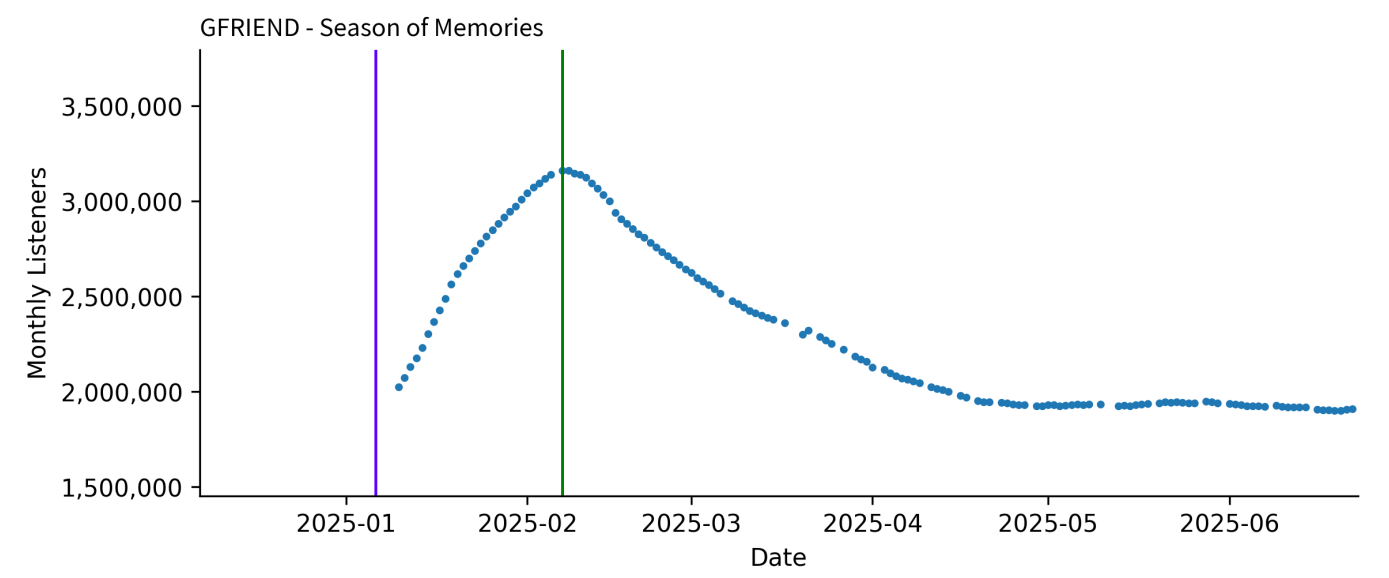


Figure 10: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
32	No baseline value available to calculate net increase	No baseline value available to calculate percentage increase
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 6 of 25	Unranked due to lack of data	Unranked due to lack of data
Days from comeback back to baseline	Total Rank	
No baseline value available	N/A	

GOT7

Comeback Date: 20 January 2025

Title Track: PYTHON

Peak Monthly Listeners: 3,583,213

ML Rank: # 3 of 25

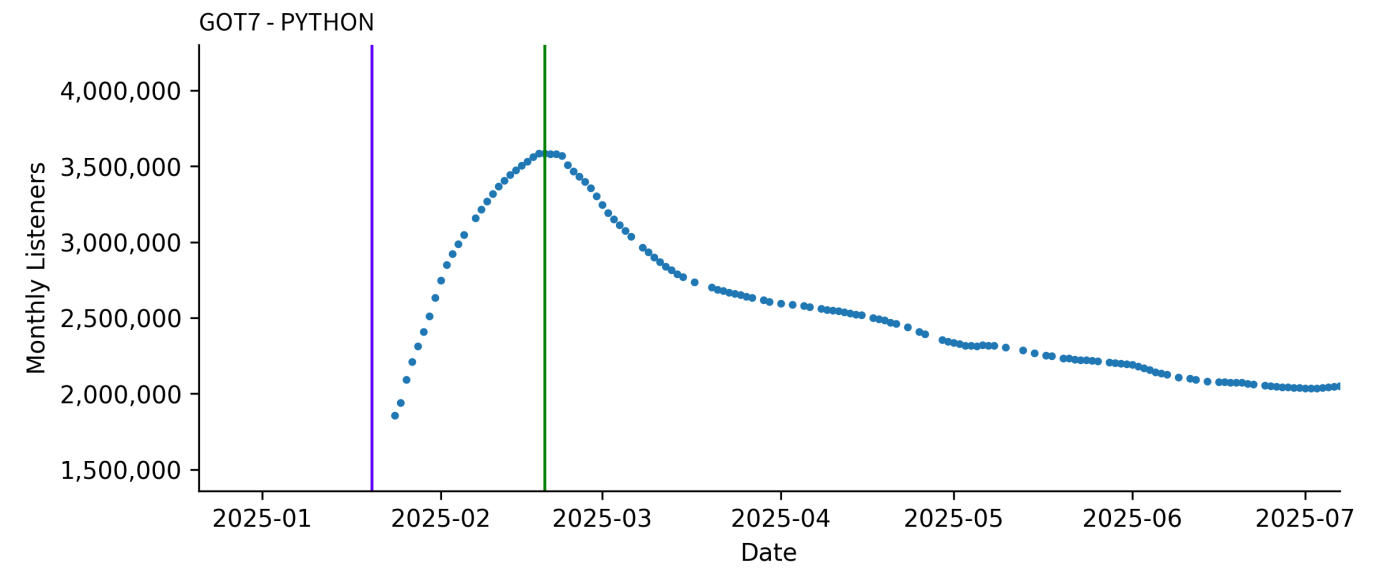


Figure 11: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
30	No baseline value available to calculate net increase	No baseline value available to calculate percentage increase
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 25	Unranked due to lack of data	Unranked due to lack of data
Days from comeback back to baseline	Total Rank	
No baseline value available	N/A	

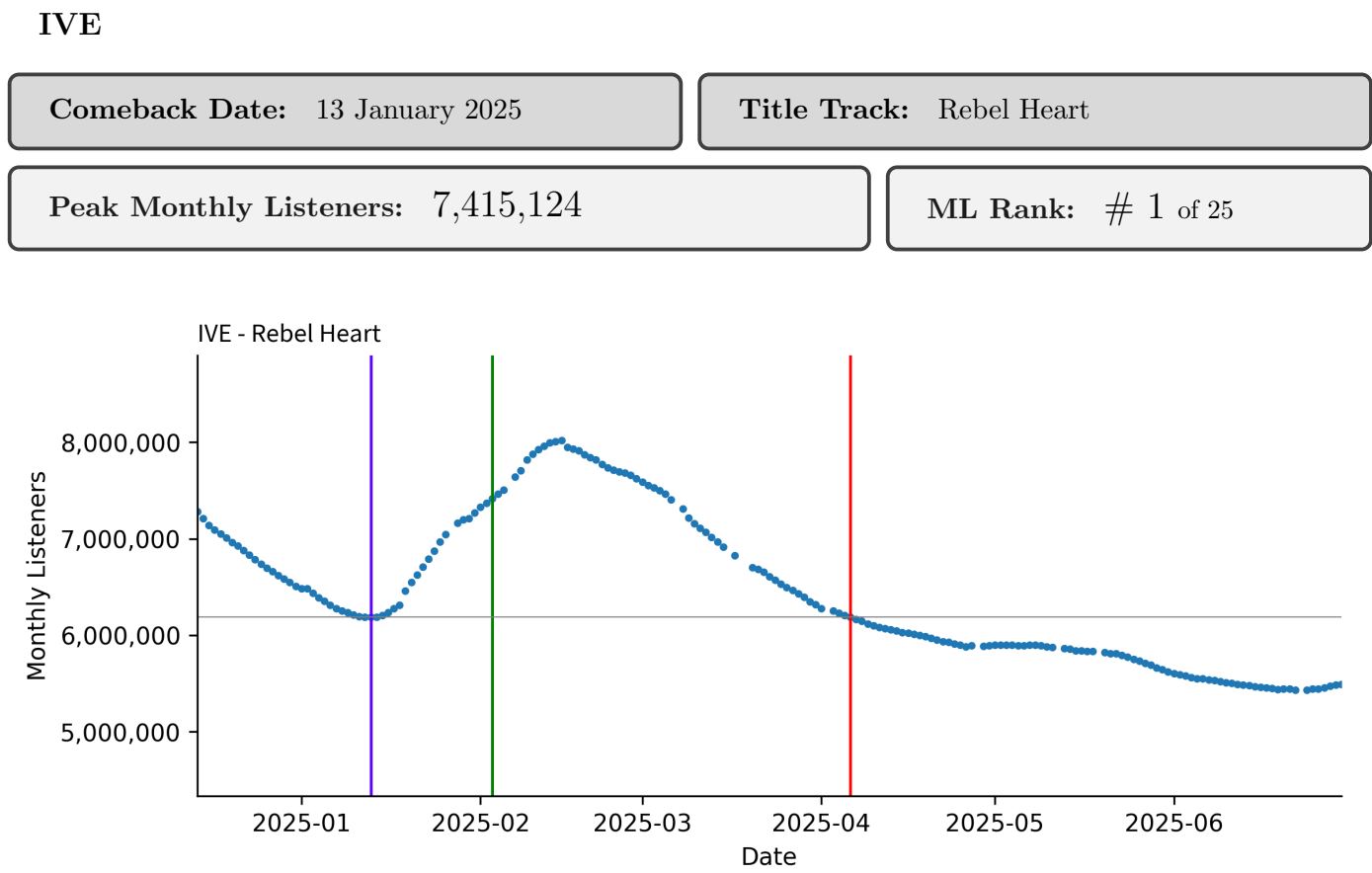


Figure 12: Monthly Listeners vs. Date

NOTE: This is a promoted pre-release track. It will also be included in the analysis of its attached comeback.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
21	1,223,721	19.76 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 21 of 25	# 2 of 21	# 17 of 21
Days from comeback back to baseline	Total Rank	
83	# 18 of 21	

JinE

Comeback Date: 14 December 2024

Title Track: Story of night fall

Peak Monthly Listeners: 9,561

ML Rank: # 22 of 25

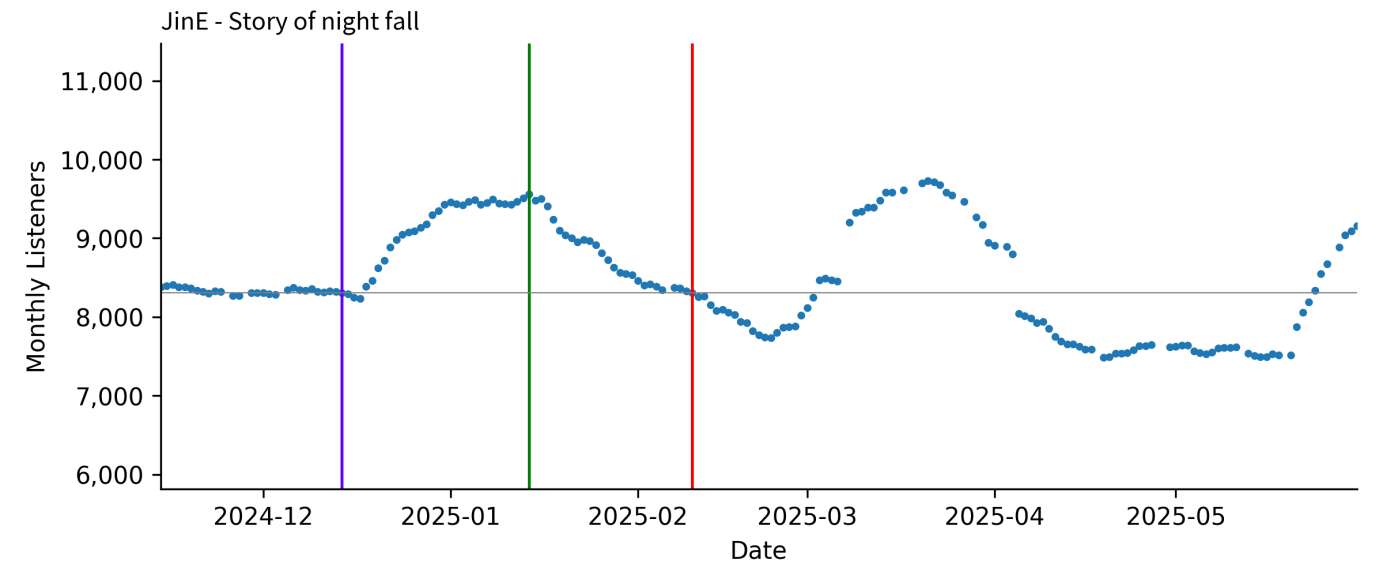


Figure 13: Monthly Listeners vs. Date

Days from comeback to peak

31

Increase in monthly listeners

1,258

Percentage increase in monthly listeners

15.15 %

Rank of days from comeback to peak

8 of 25

Rank of net increase

19 of 21

Rank of percentage increase

19 of 21

Days from comeback back to baseline

58

Total Rank

19 of 21

Kim Wansun

Comeback Date: 15 January 2025

Title Track: LUCKY (with Seulgi)

Peak Monthly Listeners: 126,619

ML Rank: # 14 of 25

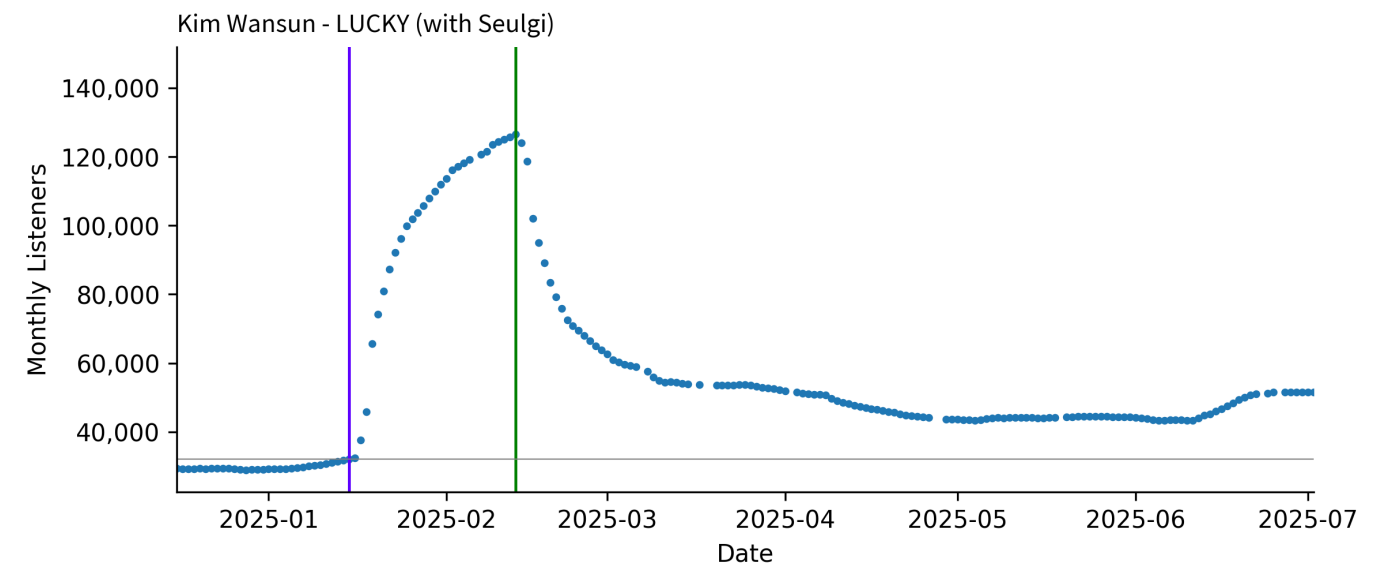


Figure 14: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

94,505

Percentage increase in monthly listeners

294.28 %

Rank of days from comeback to peak

14 of 25

Rank of net increase

10 of 21

Rank of percentage increase

4 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

5 of 21

M.O.N.T

Comeback Date: 4 January 2025

Title Track: OMW

Peak Monthly Listeners: 28,710

ML Rank: # 19 of 25

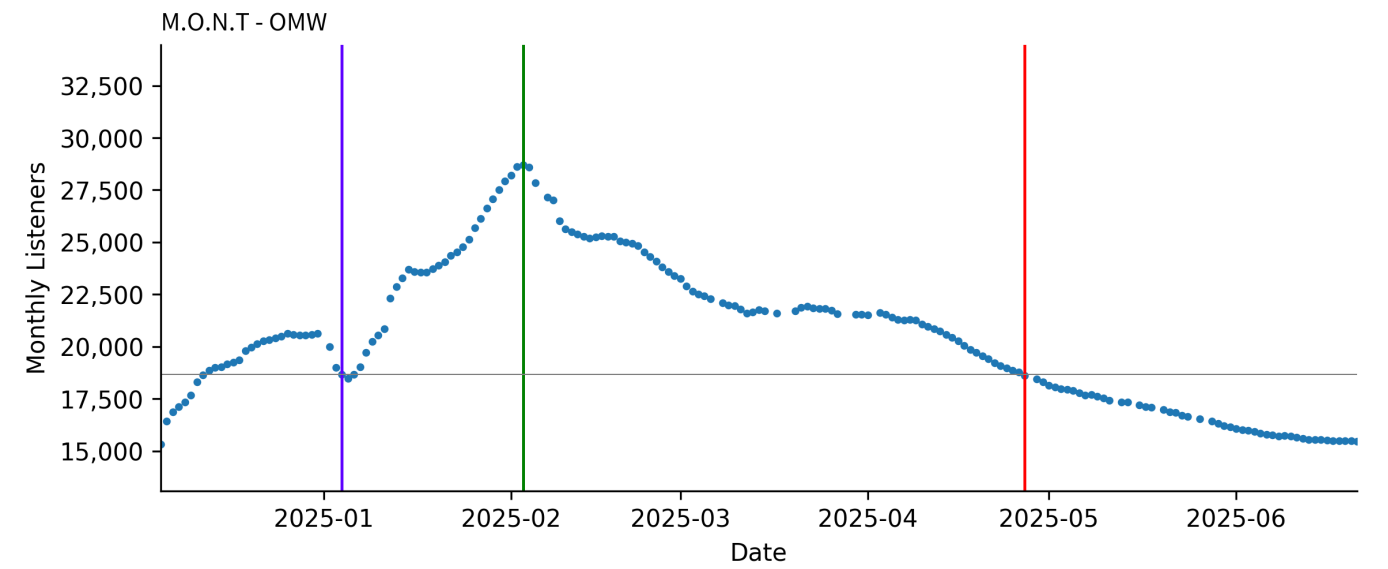


Figure 15: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
30	10,033	53.72 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 25	# 15 of 21	# 9 of 21
Days from comeback back to baseline		Total Rank
113		# 12 of 21

Miss Kim

Comeback Date: 13 March 2025

Title Track: 될 놈

Peak Monthly Listeners: 2,229

ML Rank: # 25 of 25

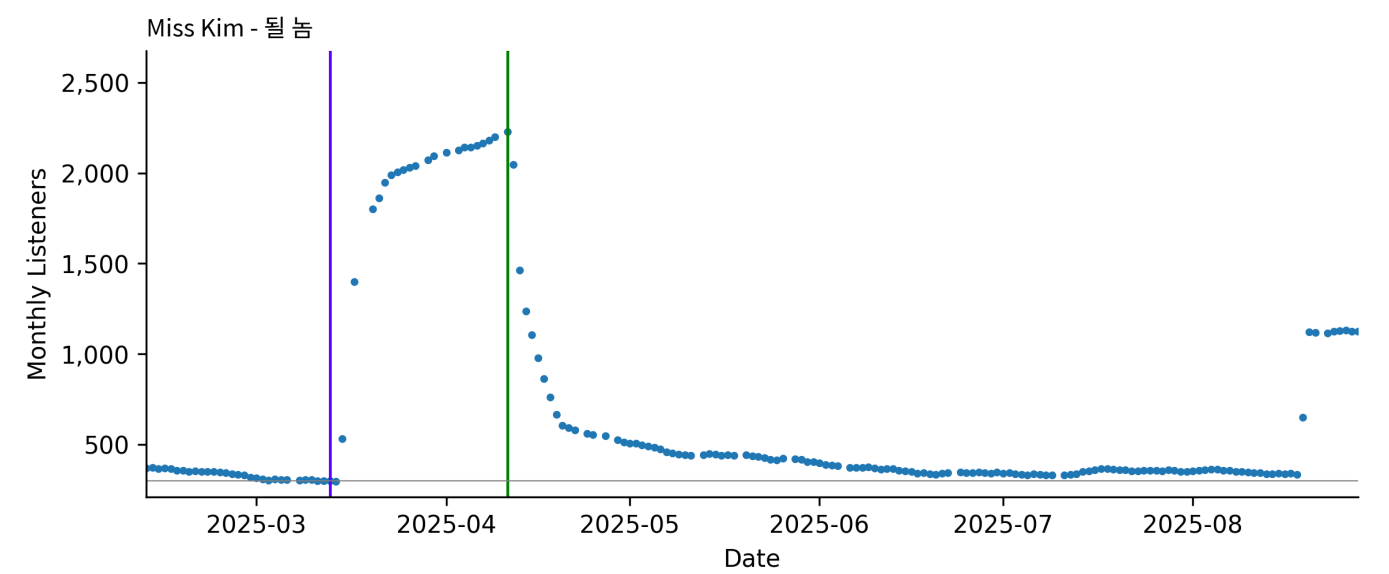


Figure 16: Monthly Listeners vs. Date

NOTE: This artist’s data shows a data anomaly. Since the anomaly is outside of the relevant data for rankings, the comeback has been included as usual.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	1,931	647.99 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 14 of 25	# 18 of 21	# 3 of 21
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 14 of 21	

NCT WISH

Comeback Date: 22 January 2025

Title Track: MIRACLE

Peak Monthly Listeners: 613,920

ML Rank: # 10 of 25

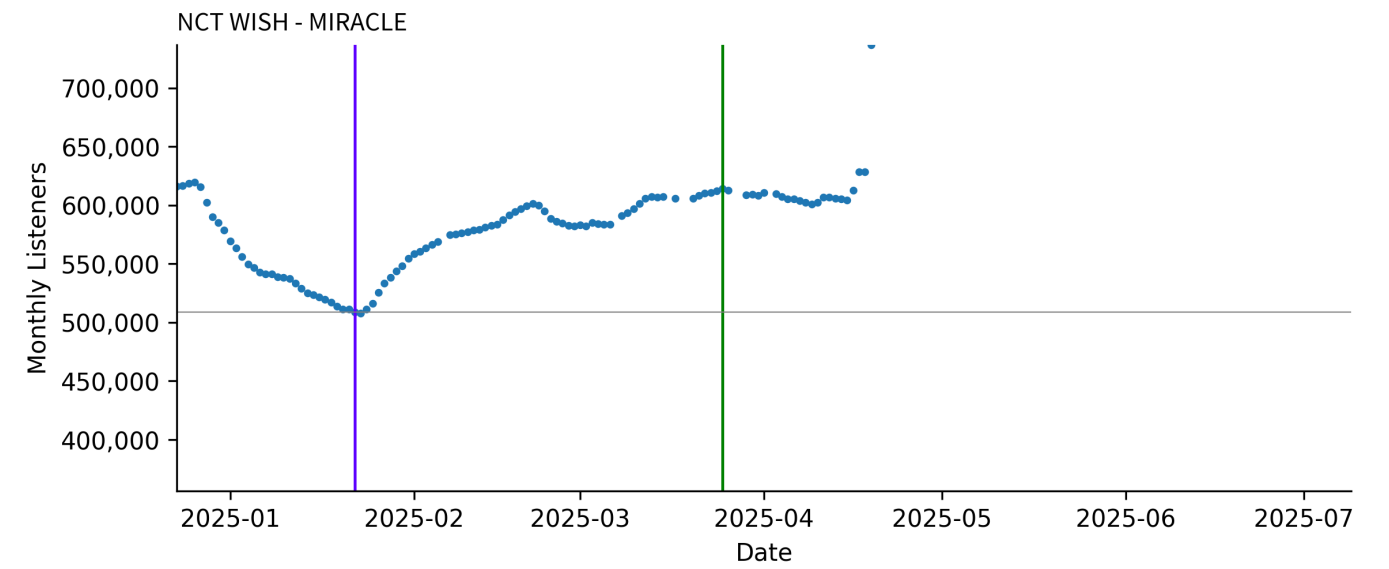


Figure 17: Monthly Listeners vs. Date

Days from comeback to peak 62	Increase in monthly listeners 105,173	Percentage increase in monthly listeners 20.67%
Rank of days from comeback to peak # 1 of 25	Rank of net increase # 8 of 21	Rank of percentage increase # 16 of 21
Days from comeback back to baseline Maintained monthly listeners for observed period	Total Rank # 5 of 21	

ONEUS

Comeback Date: 15 January 2025

Title Track: IKUK

Peak Monthly Listeners: 601,325

ML Rank: # 11 of 25

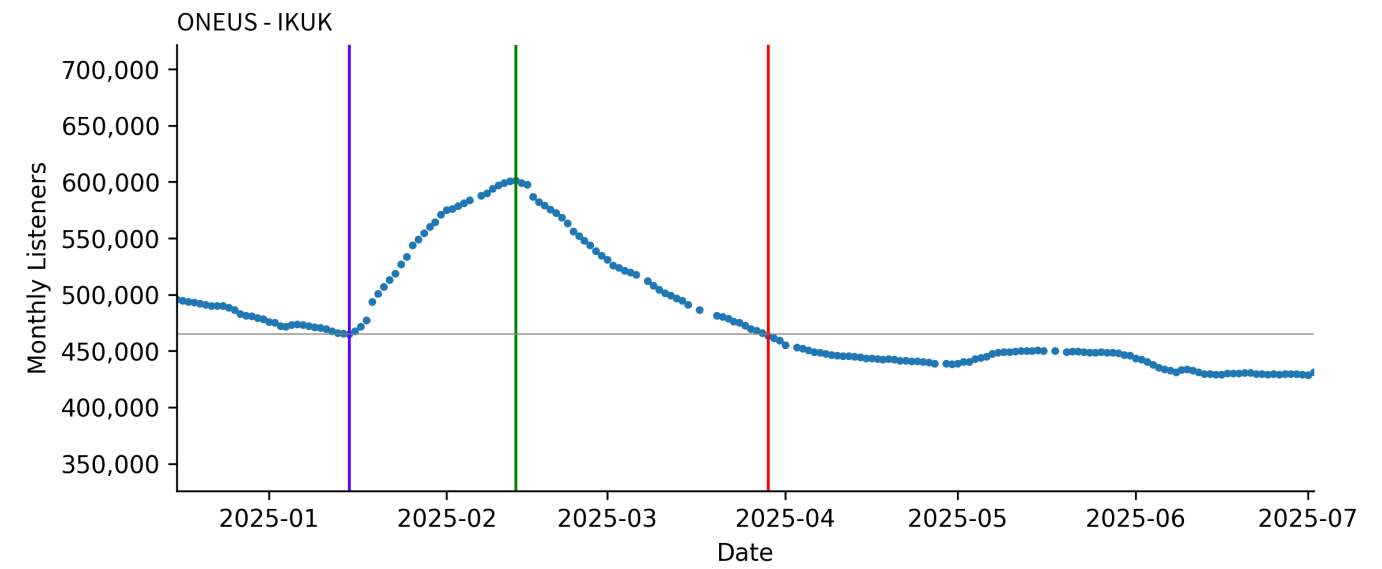


Figure 18: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	136,172	29.27 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 14 of 25	# 7 of 21	# 13 of 21
Days from comeback back to baseline	Total Rank	
73	# 12 of 21	

Comeback Date: 13 January 2025

Title Track: Man of the sea

Peak Monthly Listeners: 11,240

ML Rank: # 21 of 25

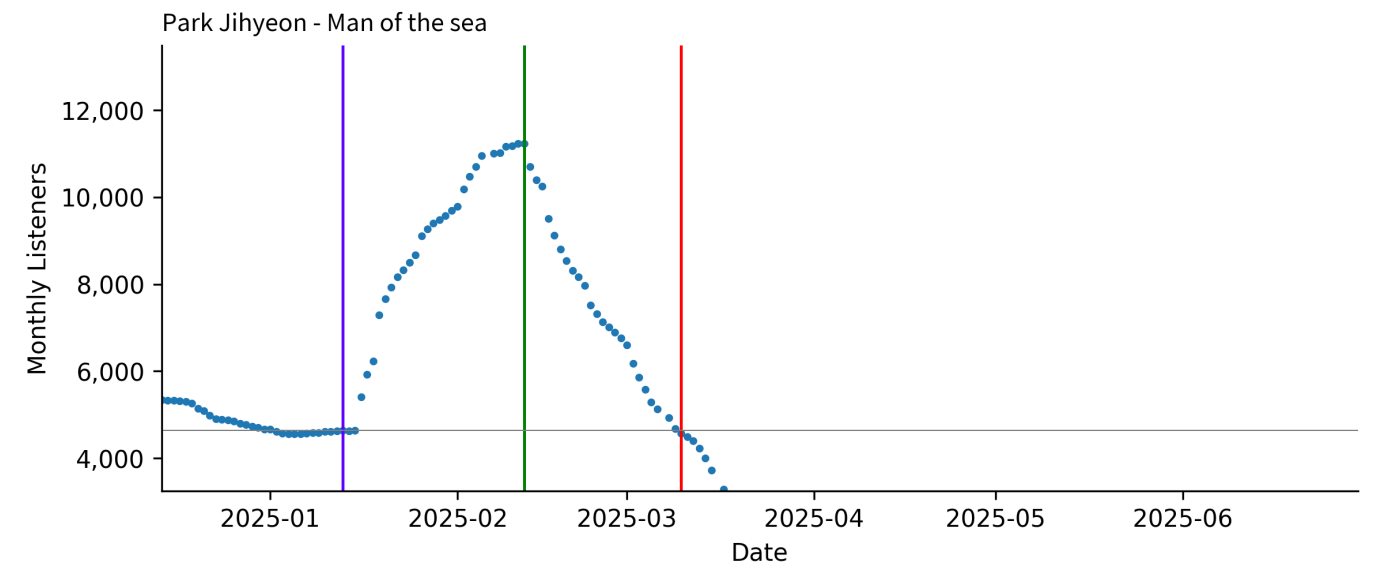


Figure 19: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
30	6,607	142.61 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 25	# 17 of 21	# 6 of 21
Days from comeback back to baseline	Total Rank	
56	# 10 of 21	

RIIZE

Comeback Date: 8 January 2025

Title Track: Hug

Peak Monthly Listeners: 3,161,182

ML Rank: # 6 of 25

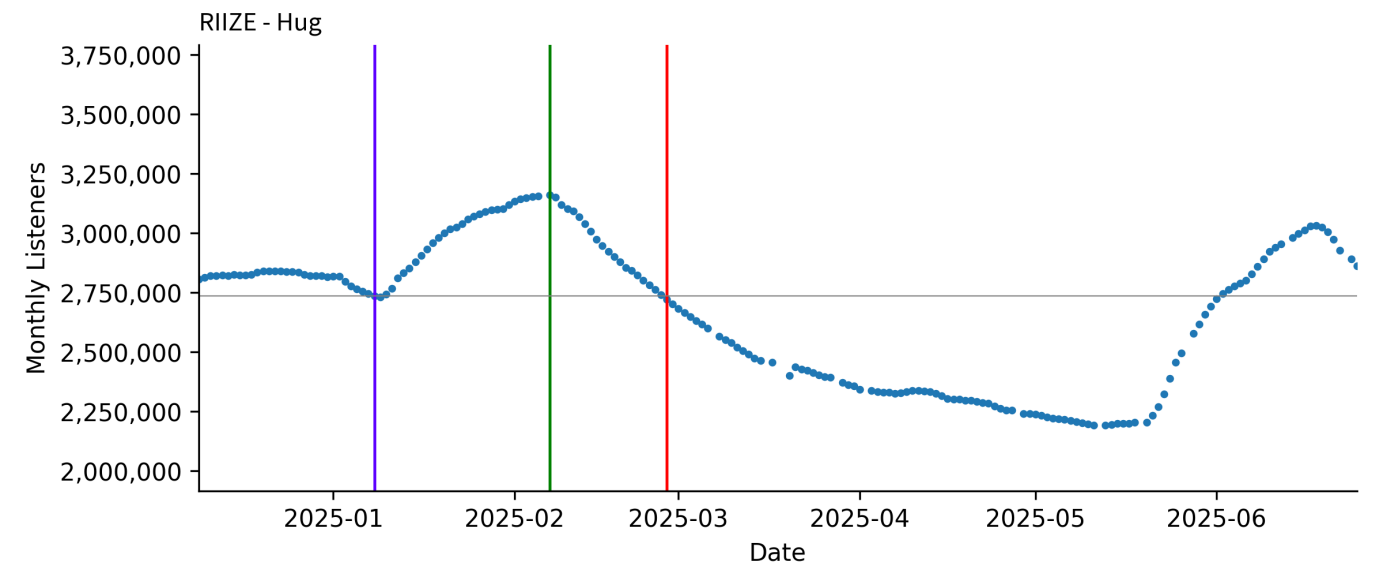


Figure 20: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
30	425,440	15.55 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 25	# 4 of 21	# 18 of 21
Days from comeback back to baseline	Total Rank	
50	# 9 of 21	

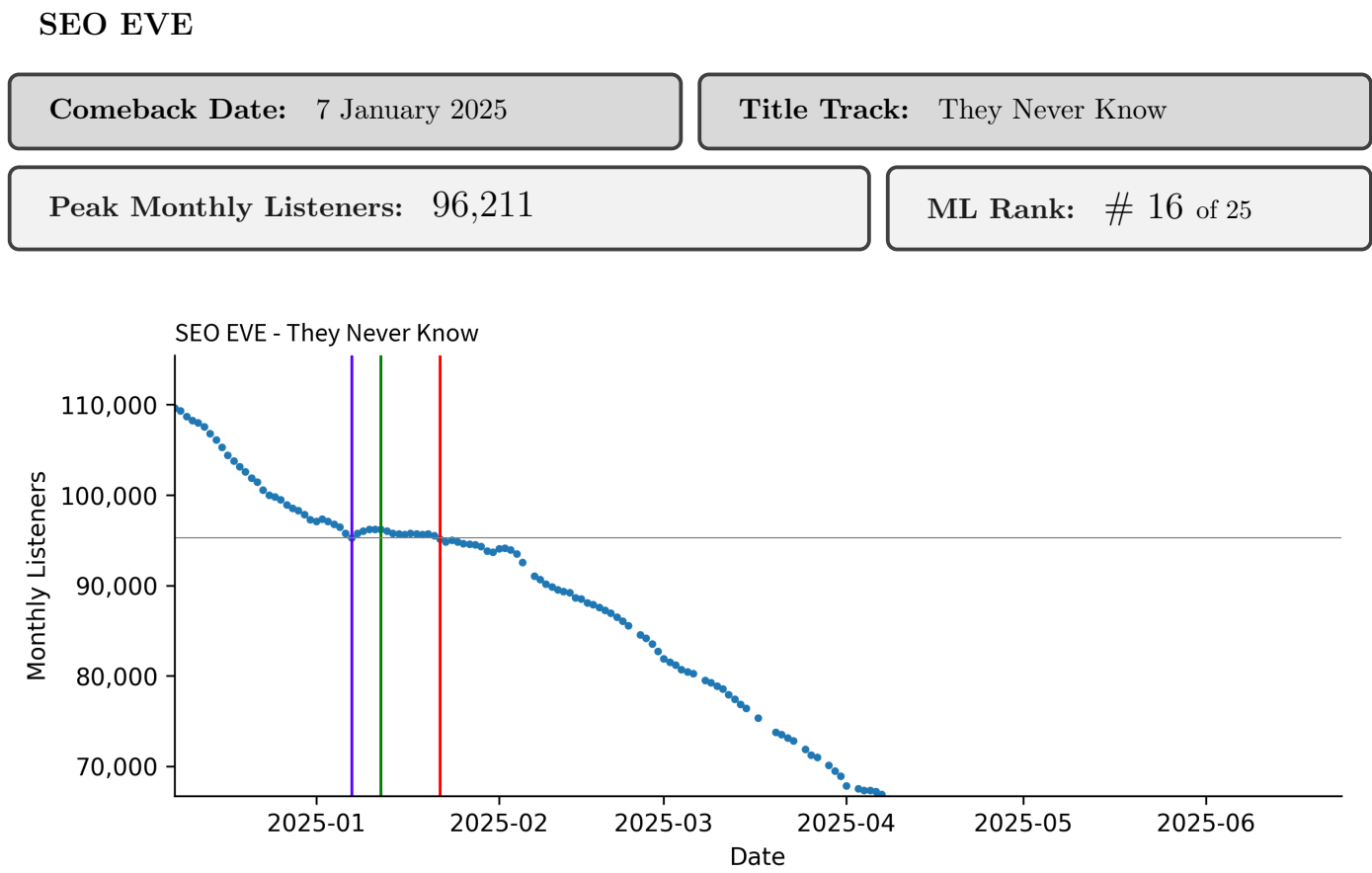


Figure 21: Monthly Listeners vs. Date

NOTE: The immediate decrease in listeners is associated with a long-term down-trend following a previous release in July 2024.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
5	912	0.96 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 24 of 25	# 20 of 21	# 20 of 21
Days from comeback back to baseline	Total Rank	
15	# 20 of 21	

SHINDONG

Comeback Date: 14 January 2025

Title Track: Tabom (featured)

Peak Monthly Listeners: 6,303

ML Rank: # 24 of 25

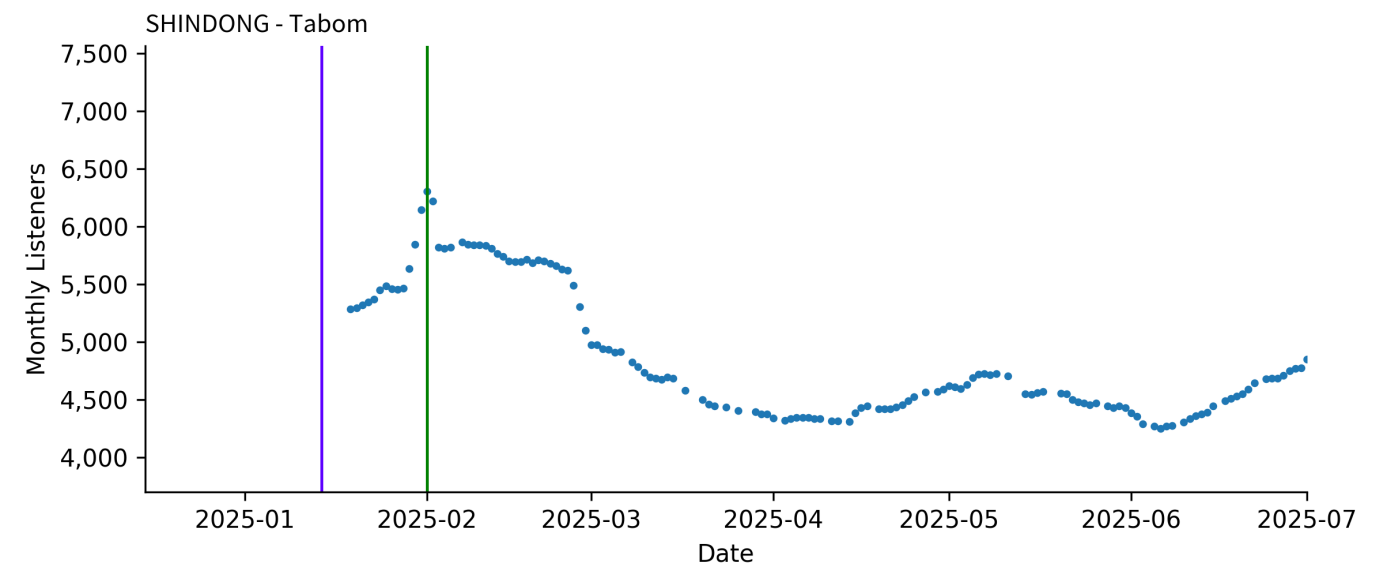


Figure 22: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
18	No baseline value available to calculate net increase	No baseline value available to calculate percentage increase
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 22 of 25	Unranked due to lack of data	Unranked due to lack of data
Days from comeback back to baseline	Total Rank	
No baseline value available	N/A	

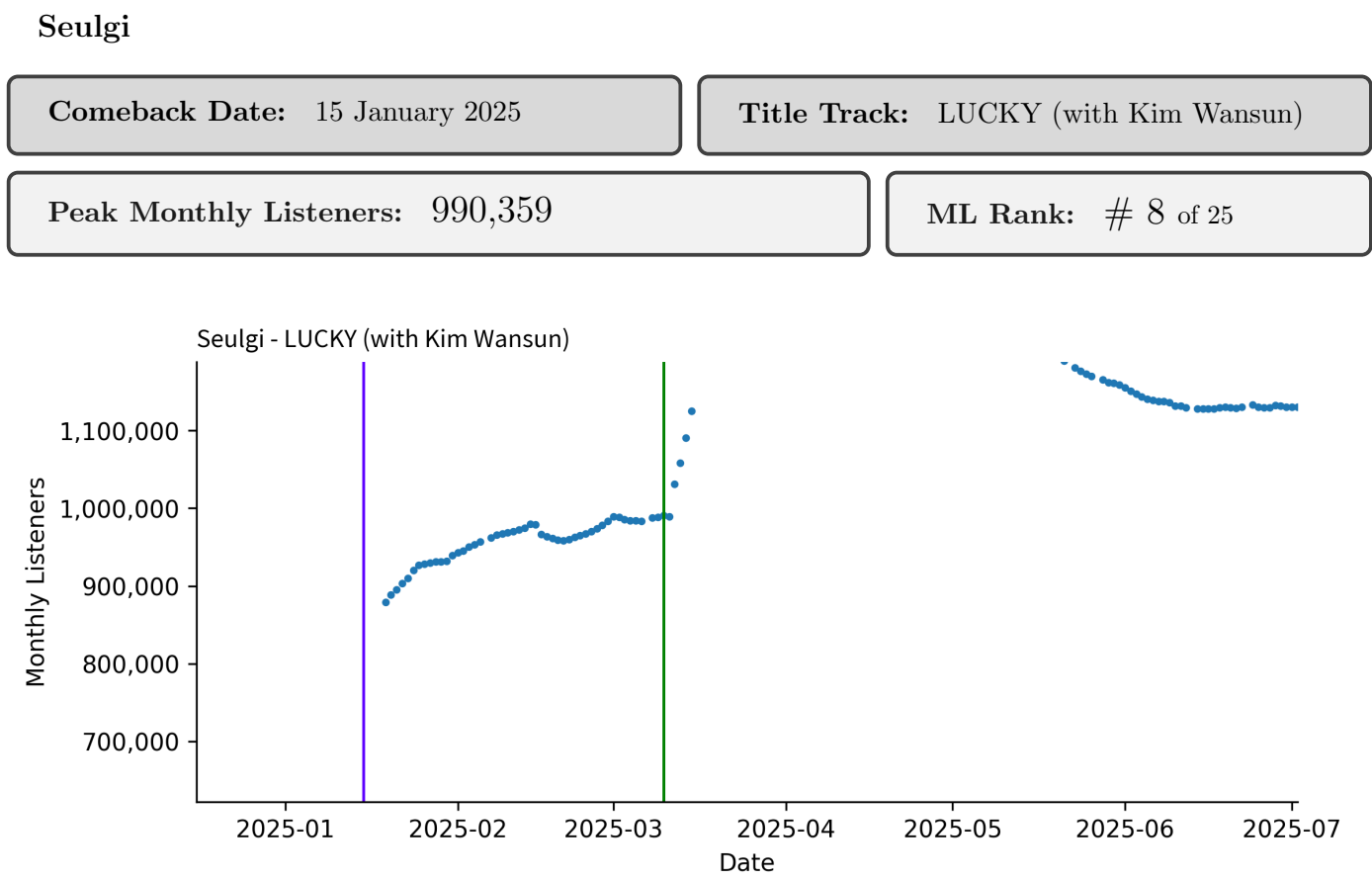


Figure 23: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
54	No baseline value available to calculate net increase	No baseline value available to calculate percentage increase
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 4 of 25	Unranked due to lack of data	Unranked due to lack of data
Days from comeback back to baseline	Total Rank	
No baseline value available	N/A	

WEi

Comeback Date: 15 January 2025

Title Track: NOT ENOUGH

Peak Monthly Listeners: 125,904

ML Rank: # 15 of 25

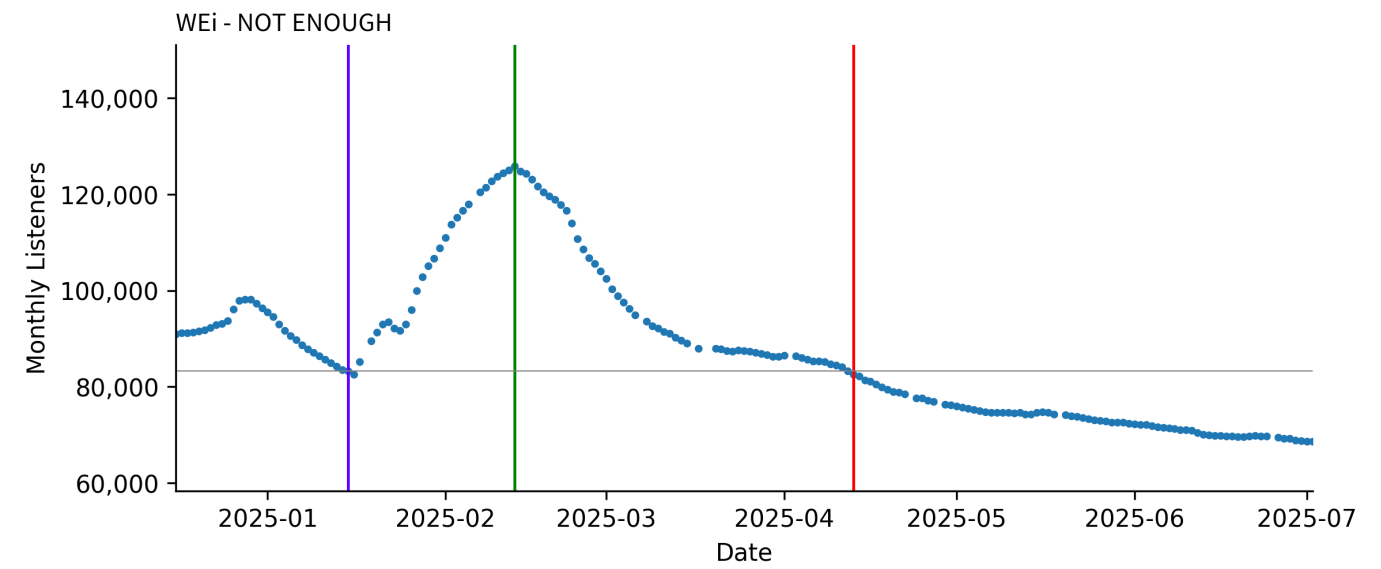


Figure 24: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	42,600	51.14 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 14 of 25	# 13 of 21	# 10 of 21
Days from comeback back to baseline	Total Rank	
88	# 15 of 21	

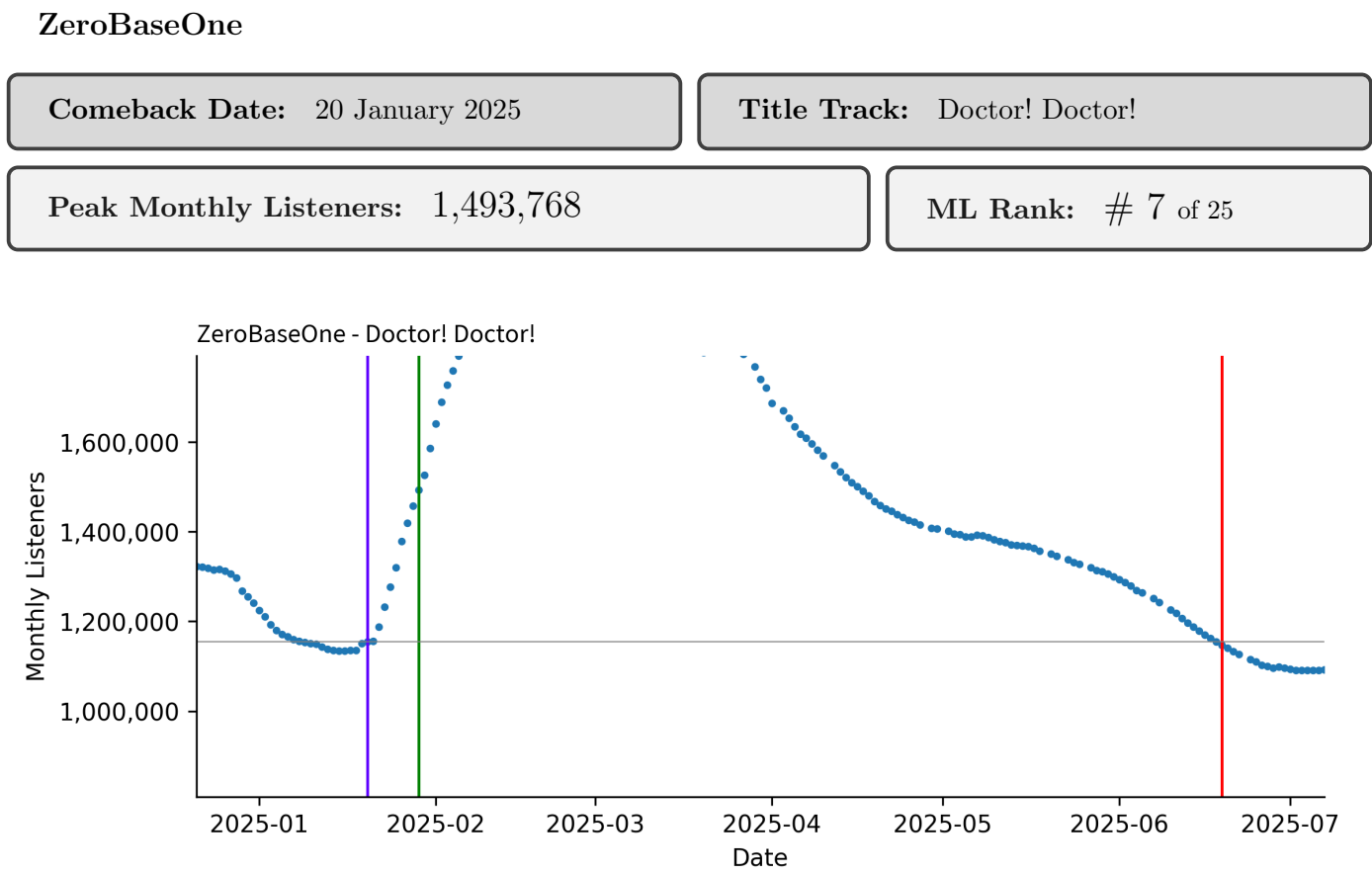


Figure 25: Monthly Listeners vs. Date

NOTE: This is a promoted pre-release that is closely followed by other releases.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
9	339,180	29.38 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 23 of 25	# 5 of 21	# 12 of 21
Days from comeback back to baseline	Total Rank	
150	# 17 of 21	

n.Ssign

Comeback Date: 30 December 2024

Title Track: Love Potion

Peak Monthly Listeners: 55,534

ML Rank: # 18 of 25

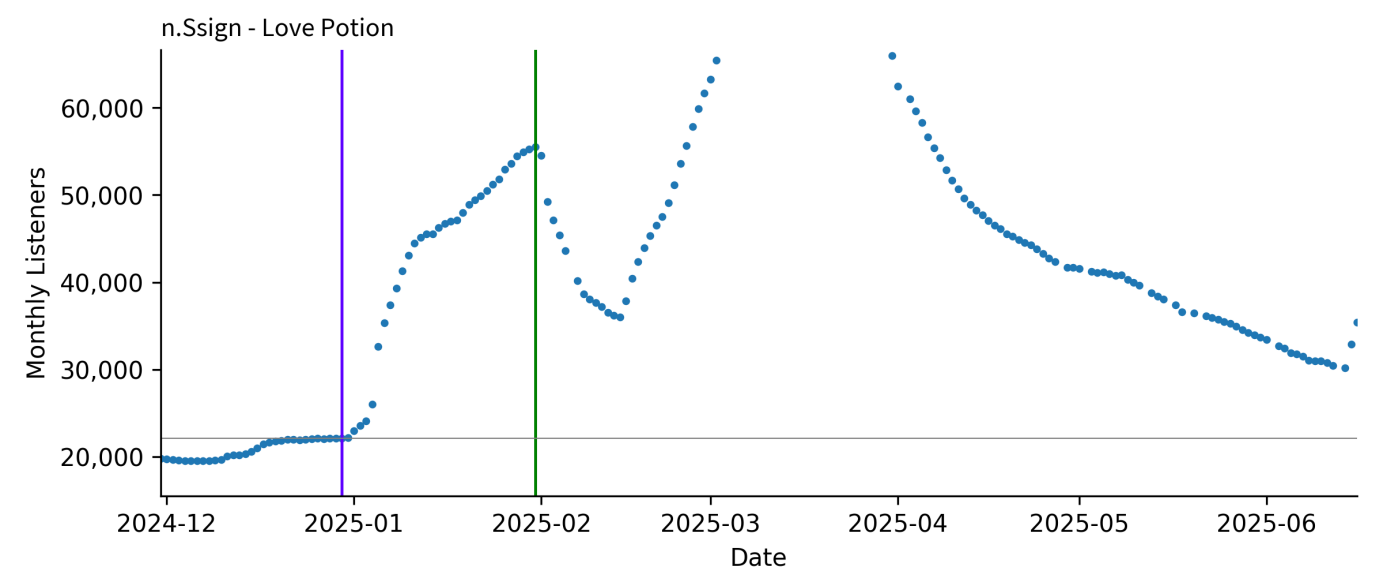


Figure 26: Monthly Listeners vs. Date

Days from comeback to peak

32

Increase in monthly listeners

33,420

Percentage increase in monthly listeners

151.13%

Rank of days from comeback to peak

6 of 25

Rank of net increase

14 of 21

Rank of percentage increase

5 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

4 of 21

5 Index: Total Rank

Total Rank	Artist	Page Link
1	BSS	4.5
1	BOYNEXTDOOR	4.4
3	&team	4.1
4	n.Ssign	4.25
5	Kim Wansun	4.13
5	NCT WISH	4.16
7	Crezl	4.8
7	8turn	4.2
9	RIIZE	4.19
10	BB GIRLS	4.3
10	Park Jihyeon	4.18
12	ONEUS	4.17
12	M.O.N.T	4.14
14	Miss Kim	4.15
15	CIX	4.6
15	WEi	4.23
17	ZeroBaseOne	4.24
18	IVE	4.11
19	JinE	4.12
20	SEO EVE	4.20
21	Catch the Young	4.7

6 Index: Net Increase

Rank	Artist	Net Increase	Page Link
1	BSS	1,539,380	4.5
2	IVE	1,223,721	4.11
3	BOYNEXTDOOR	1,183,332	4.4
4	RIIZE	425,440	4.19
5	ZeroBaseOne	339,180	4.24
6	&team	284,651	4.1
7	ONEUS	136,172	4.17
8	NCT WISH	105,173	4.16
9	CIX	100,943	4.6
10	Kim Wansun	94,505	4.13
11	BB GIRLS	74,627	4.3
12	8turn	47,458	4.2
13	WEi	42,600	4.23
14	n.Ssign	33,420	4.25
15	M.O.N.T	10,033	4.14
16	Crezl	7,275	4.8
17	Park Jihyeon	6,607	4.18
18	Miss Kim	1,931	4.15
19	JinE	1,258	4.12
20	SEO EVE	912	4.20
21	Catch the Young	0	4.7

7 Index: Percentage Increase

Rank	Artist	Percent Increase	Page Link
1	Crezl	981.78%	4.8
2	BB GIRLS	750.02%	4.3
3	Miss Kim	647.99%	4.15
4	Kim Wansun	294.28%	4.13
5	n.Ssign	151.13%	4.25
6	Park Jihyeon	142.61%	4.18
7	BSS	69.95%	4.5
8	BOYNEXTDOOR	56.63%	4.4
9	M.O.N.T	53.72%	4.14
10	WEi	51.14%	4.23
11	&team	45.82%	4.1
12	ZeroBaseOne	29.38%	4.24
13	ONEUS	29.27%	4.17
14	CIX	29.15%	4.6
15	8turn	22.95%	4.2
16	NCT WISH	20.67%	4.16
17	IVE	19.76%	4.11
18	RIIZE	15.55%	4.19
19	JinE	15.15%	4.12
20	SEO EVE	0.96%	4.20
21	Catch the Young	0.00%	4.7

8 Index: Comeback to Max

Rank	Artist	Days	Page Link
1	8turn	62	4.2
1	NCT WISH	62	4.16
3	&team	56	4.1
4	Seulgi	54	4.22
5	BOYNEXTDOOR	36	4.4
6	GFRIEND	32	4.9
6	n.Ssign	32	4.25
8	JinE	31	4.12
9	RIIZE	30	4.19
9	Park Jihyeon	30	4.18
9	M.O.N.T	30	4.14
9	GOT7	30	4.10
9	BSS	30	4.5
14	Crezl	29	4.8
14	CIX	29	4.6
14	Kim Wansun	29	4.13
14	ONEUS	29	4.17
14	Miss Kim	29	4.15
14	WEi	29	4.23
20	BB GIRLS	28	4.3
21	IVE	21	4.11
22	SHINDONG	18	4.21
23	ZeroBaseOne	9	4.24
24	SEO EVE	5	4.20
25	Catch the Young	0	4.7

9 Index: Maximum

Rank	Artist	Maximum	Page Link
1	IVE	7,415,124	4.11
2	BSS	3,740,053	4.5
3	GOT7	3,583,213	4.10
4	BOYNEXTDOOR	3,273,082	4.4
5	GFRIEND	3,162,078	4.9
6	RIIZE	3,161,182	4.19
7	ZeroBaseOne	1,493,768	4.24
8	Seulgi	990,359	4.22
9	&team	905,934	4.1
10	NCT WISH	613,920	4.16
11	ONEUS	601,325	4.17
12	CIX	447,193	4.6
13	8turn	254,213	4.2
14	Kim Wansun	126,619	4.13
15	WEi	125,904	4.23
16	SEO EVE	96,211	4.20
17	BB GIRLS	84,577	4.3
18	n.Ssign	55,534	4.25
19	M.O.N.T	28,710	4.14
20	Catch the Young	17,809	4.7
21	Park Jihyeon	11,240	4.18
22	JinE	9,561	4.12
23	Crezl	8,016	4.8
24	SHINDONG	6,303	4.21
25	Miss Kim	2,229	4.15