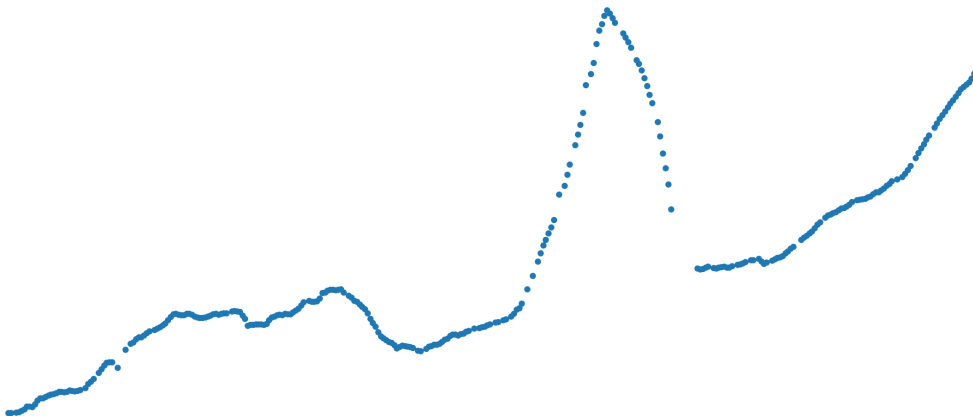


Monthly Comeback Review

Based on Kpop Music Show Appearances
and Monthly Spotify Listeners

OCTOBER 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

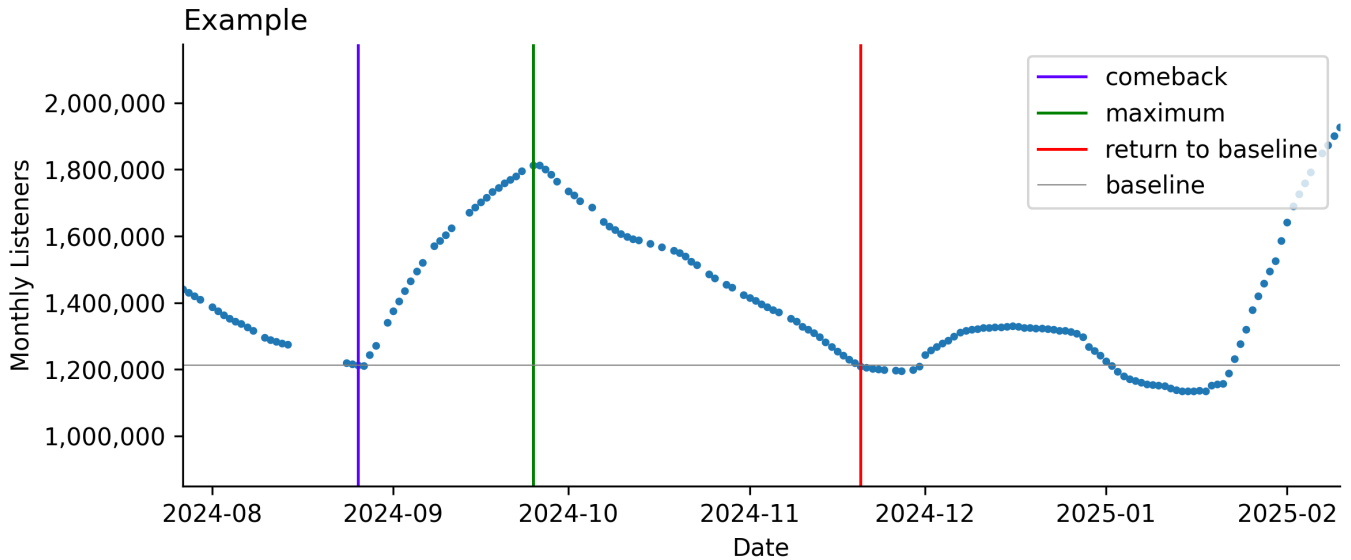


Figure 1: Example chart with legend

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 October 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 October 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

August Data Issues

I have completely excluded a nine day range of data, from 15 August 2024 to 23 August 2024 from both graphing and analysis. During this period there were sharp upwards or downwards trends for every single artist, all starting from the 15 August. It appeared as though all monthly listeners were trending towards about 1,000,000. I could not find any statement about this issue, but this seems to coincide with a glitch where monthly listeners would become invisible for some users. I have assumed that these sharp trends during this time are not representative of actual user activity, and have thus excluded them. Figure 1.2 shows an example of what this anomaly would have looked like graphed.

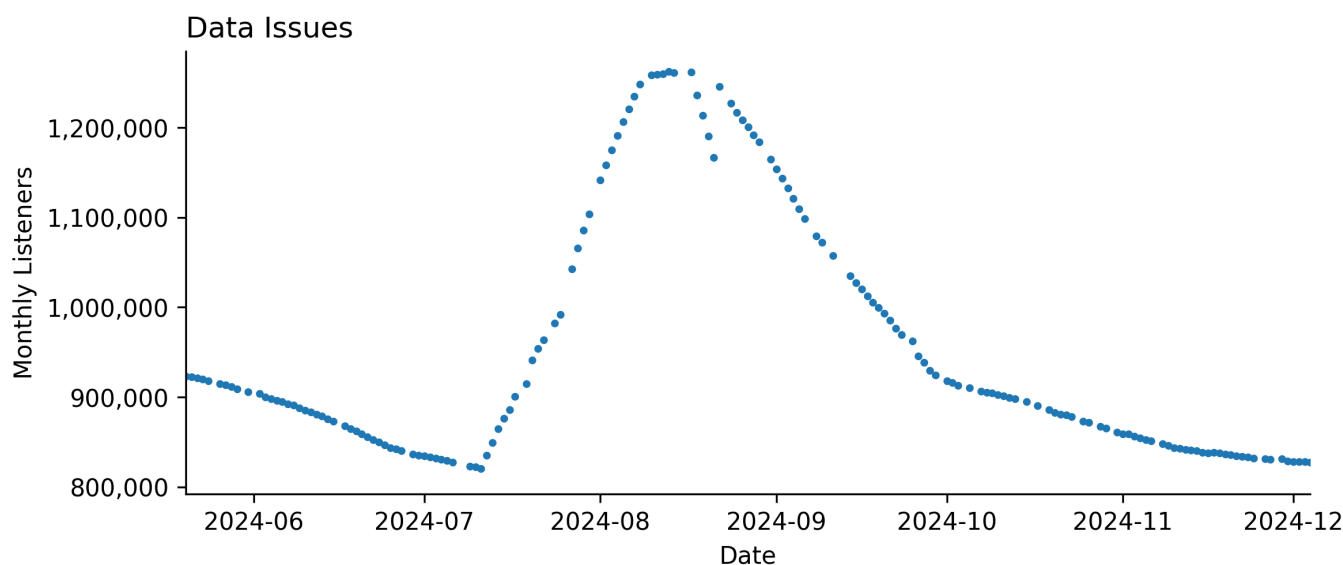


Figure 2: Data set graphed with August anomaly included

December / January 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. The affected artists have been graphed, but are excluded from most rankings.

2 Debuts

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

Kim Chang Un: Debuted 3 October 2024 with **Surrender** (헤어질 용기)

SAY MY NAME: Debuted 16 October 2024 with **WaveWay**

3 Comebacks with Insufficient Data

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

1000Degrees: Came back 28 August 2024 with **So obvious**

KENTA SANGGYUN: Came back 16 October 2024 with **LOVE COUNTDOWN**

KIM BOA: Came back 11 August 2024 with **Trick**

Kim Neuk: Came back 23 December 2023 with **My Love !**

Lim Ji Soo: Came back 9 August 2024 with **Is it Love**

Park Sung On: Came back 5 October 2024 with **Go Straight**

4 Graphed Comebacks

3piece

Comeback Date: 4 October 2024

Title Track: Light up

Peak Monthly Listeners: 5,391

ML Rank: # 36 of 44

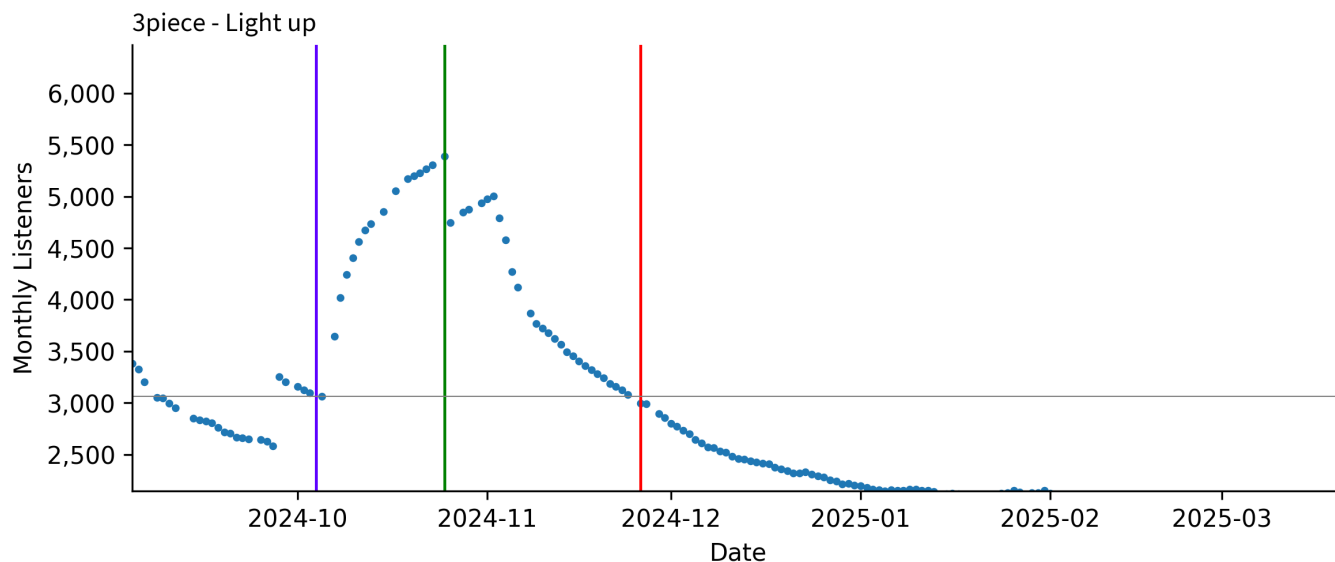


Figure 3: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
21	2,328	76.0 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 36 of 44	# 28 of 37	# 12 of 37
Days from comeback back to baseline	Total Rank	
53	# 29 of 37	

82MAJOR

Comeback Date:15 October 2024

Title Track:Stuck

Peak Monthly Listeners:258,097

ML Rank:#14 of 44

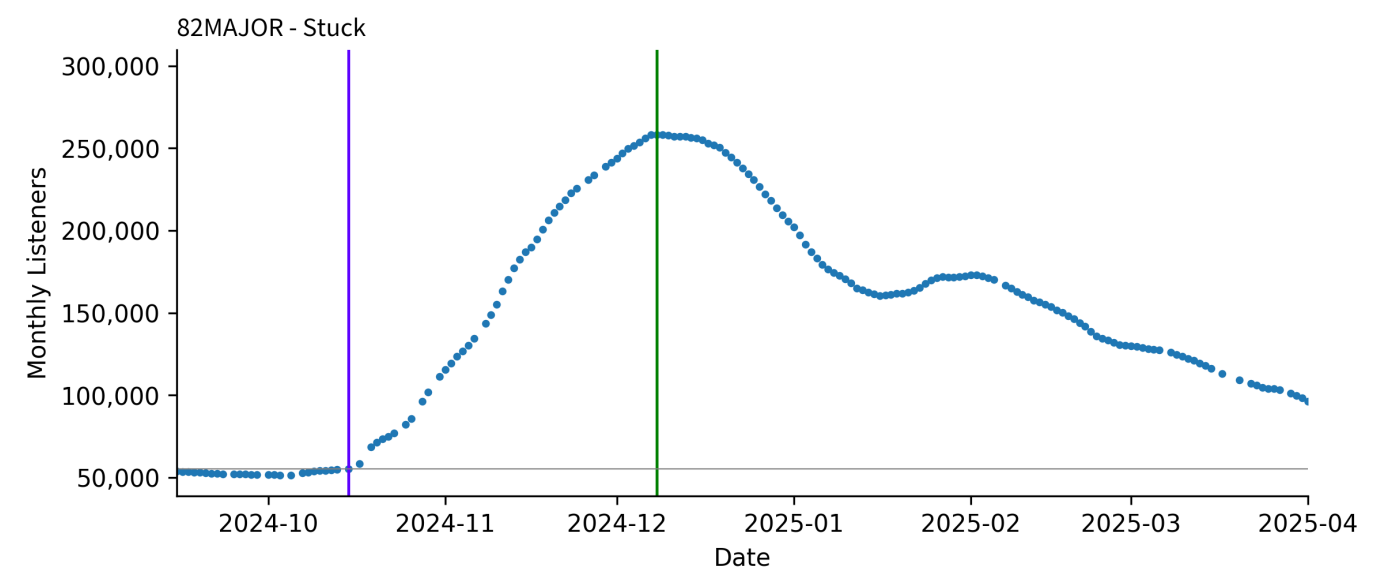


Figure 4: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
54	202,880	367.42%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
#6 of 44	#7 of 37	#1 of 37
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	#1 of 37	

AB6ix

Comeback Date: 10 October 2024

Title Track: NVKED

Peak Monthly Listeners: 236,001

ML Rank: # 15 of 44

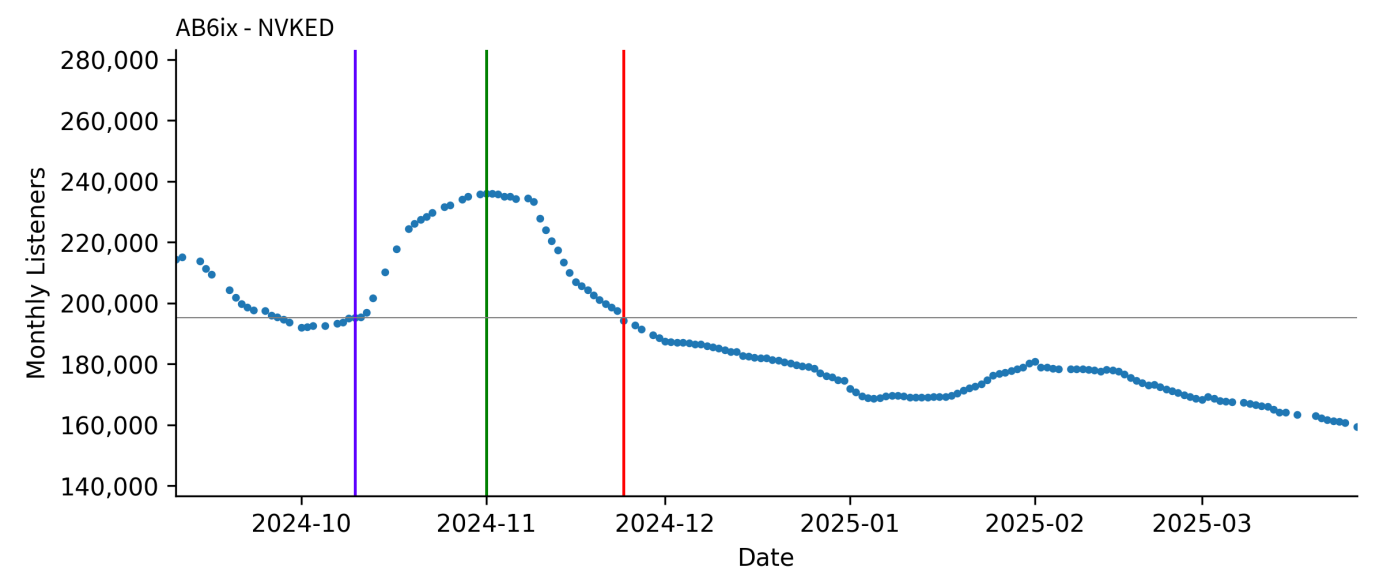


Figure 5: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
22	40,788	20.89 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 34 of 44	# 15 of 37	# 26 of 37
Days from comeback back to baseline	Total Rank	
45	# 28 of 37	

AMPERS&ONE

Comeback Date: 22 October 2024

Title Track: He + She = We

Peak Monthly Listeners: 82,808

ML Rank: # 23 of 44

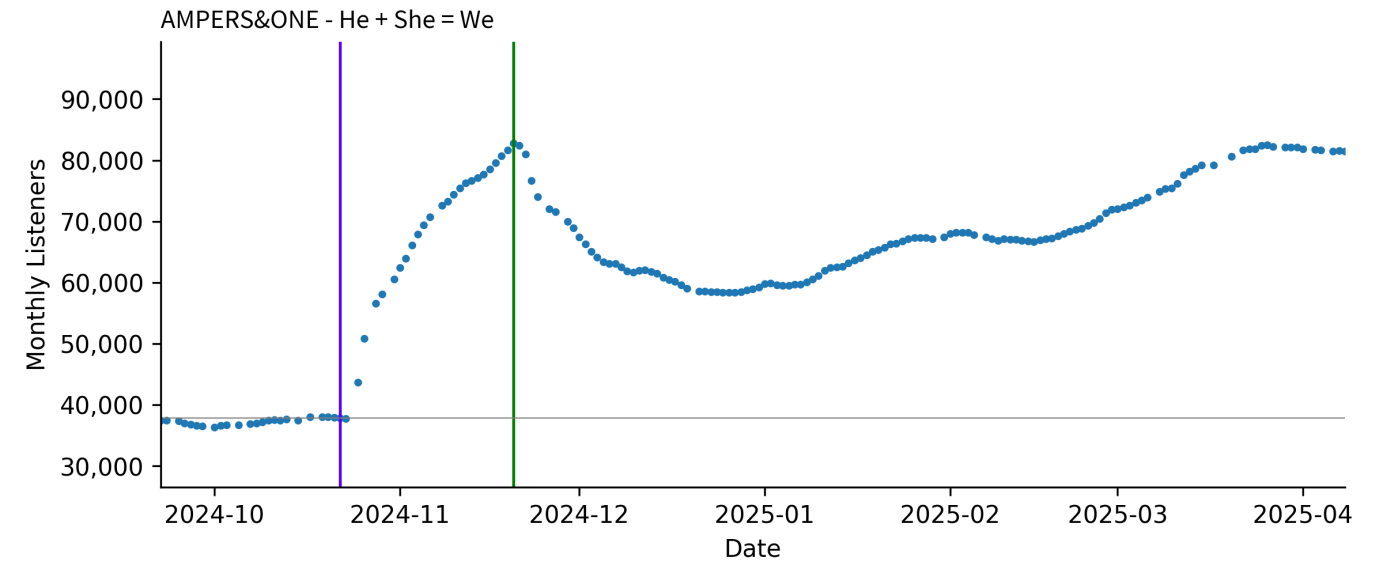


Figure 6: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	44,951	118.74 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 14 of 37	# 6 of 37
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 8 of 37	

ASC2NT

Comeback Date: 4 October 2024

Title Track: Sweet Devil

Peak Monthly Listeners: 10,513

ML Rank: # 34 of 44

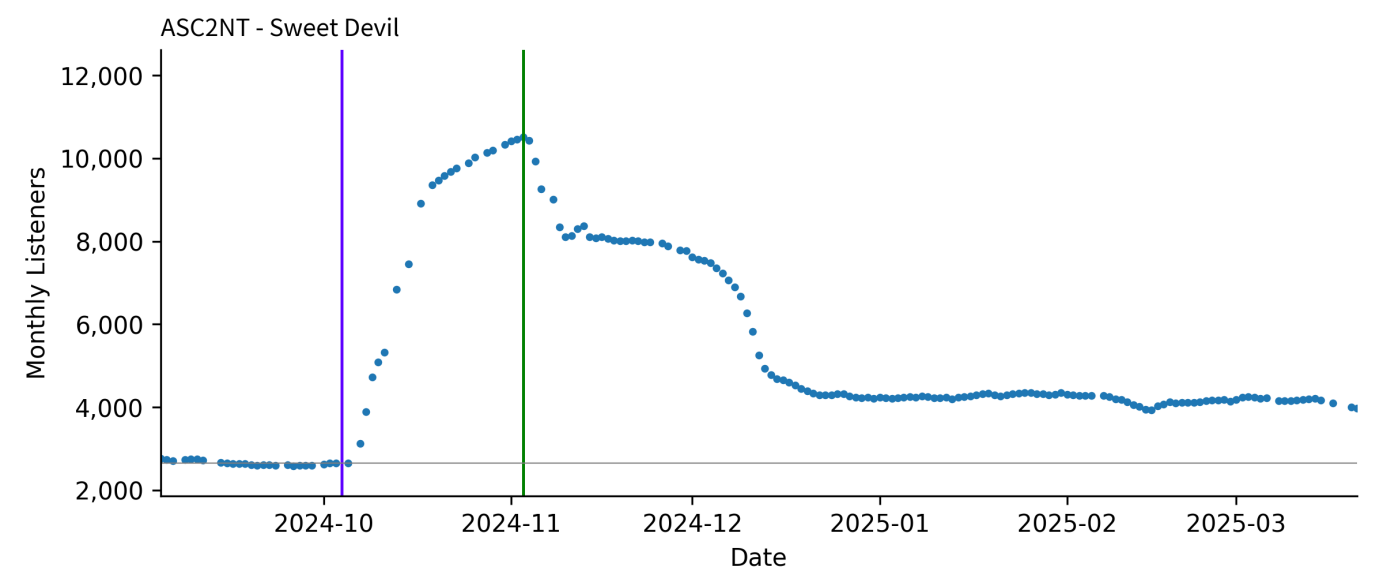


Figure 7: Monthly Listeners vs. Date

Days from comeback to peak

30

Increase in monthly listeners

7,859

Percentage increase in monthly listeners

296.12 %

Rank of days from comeback to peak

12 of 44

Rank of net increase

25 of 37

Rank of percentage increase

2 of 37

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

9 of 37

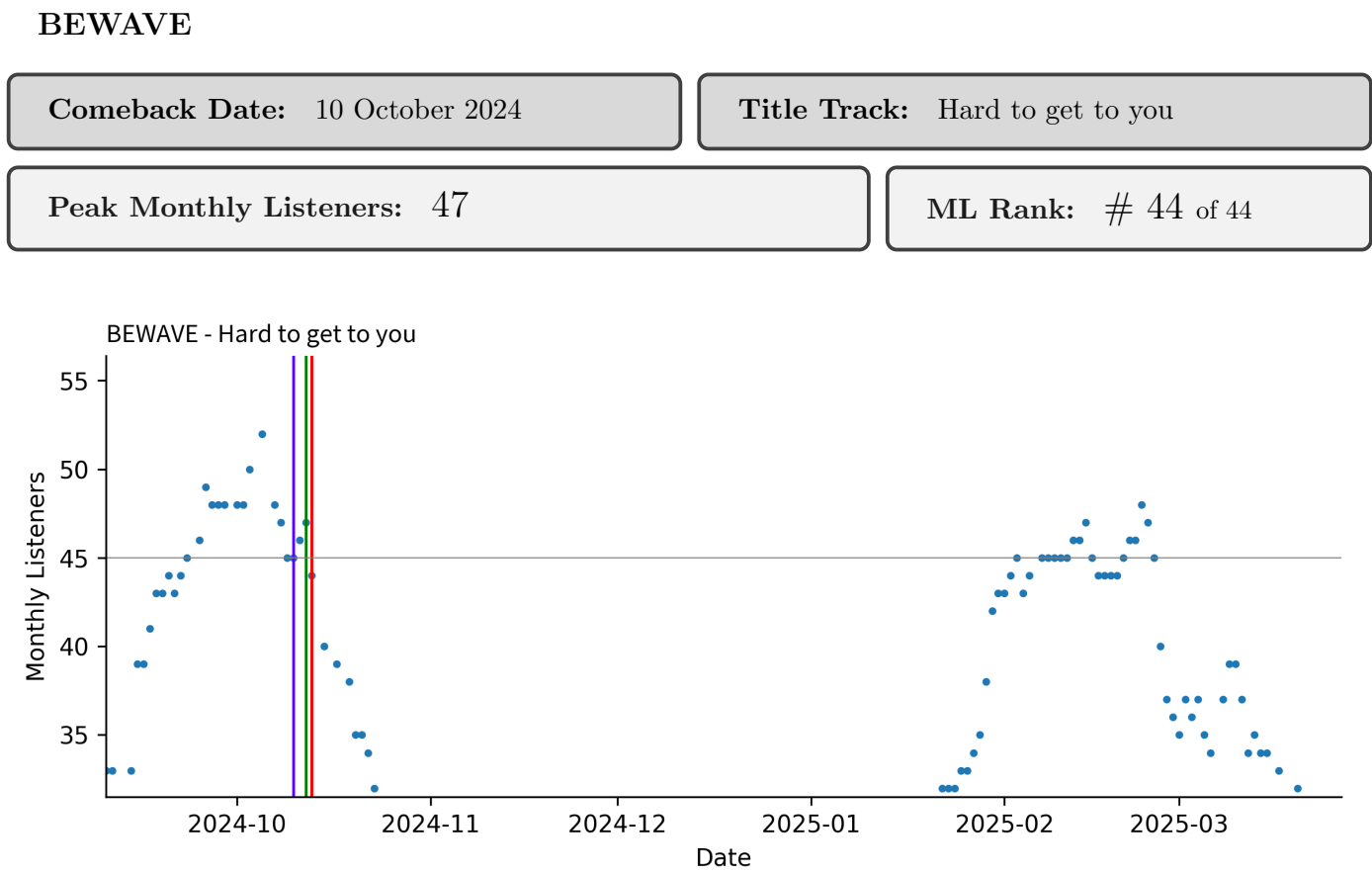


Figure 8: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
2	2	4.44 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 43 of 44	# 36 of 37	# 33 of 37
Days from comeback back to baseline	Total Rank	
3	# 36 of 37	

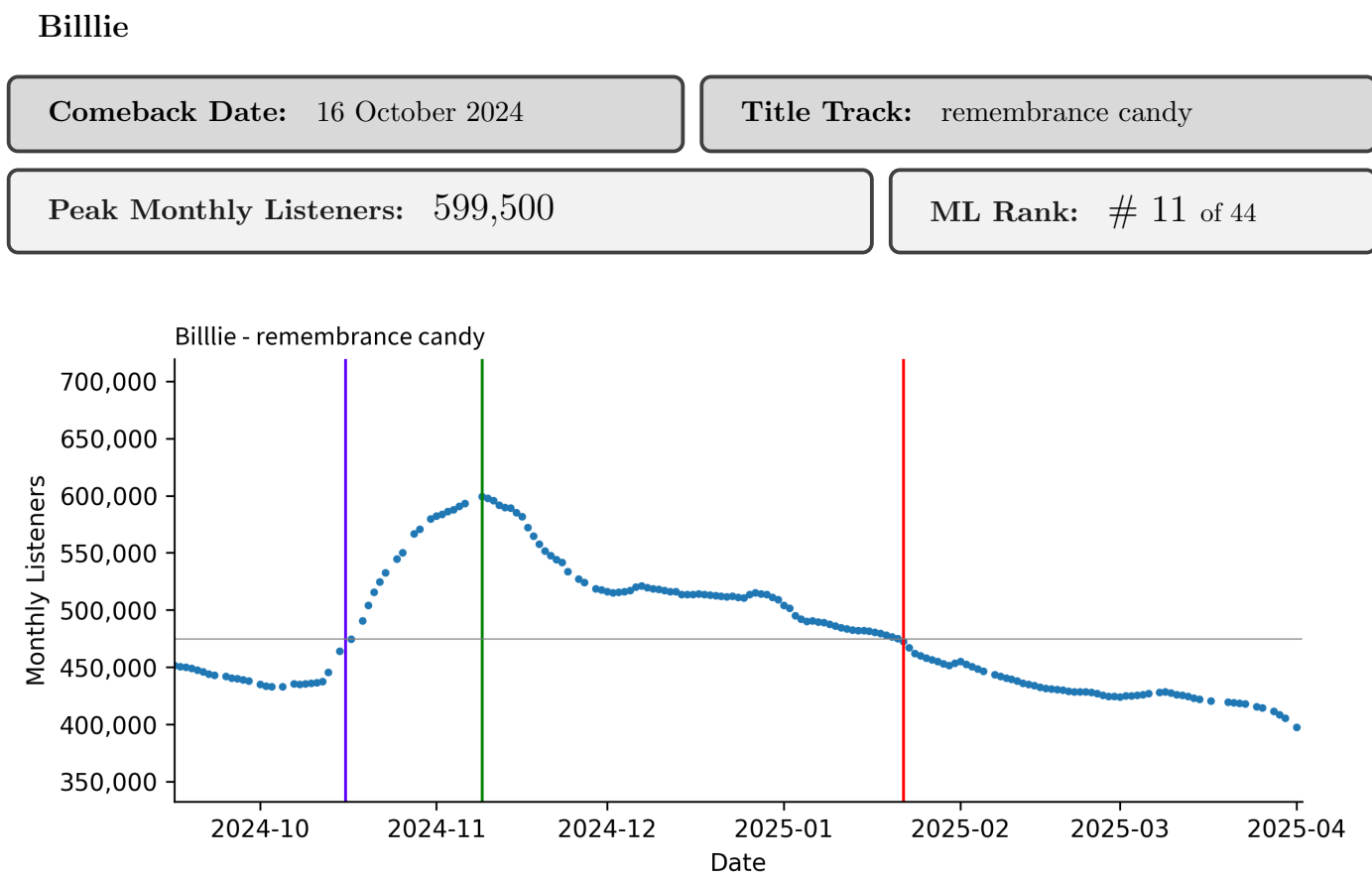


Figure 9: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
24	124,657	26.25 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 33 of 44	# 9 of 37	# 25 of 37
Days from comeback back to baseline	Total Rank	
98	# 23 of 37	

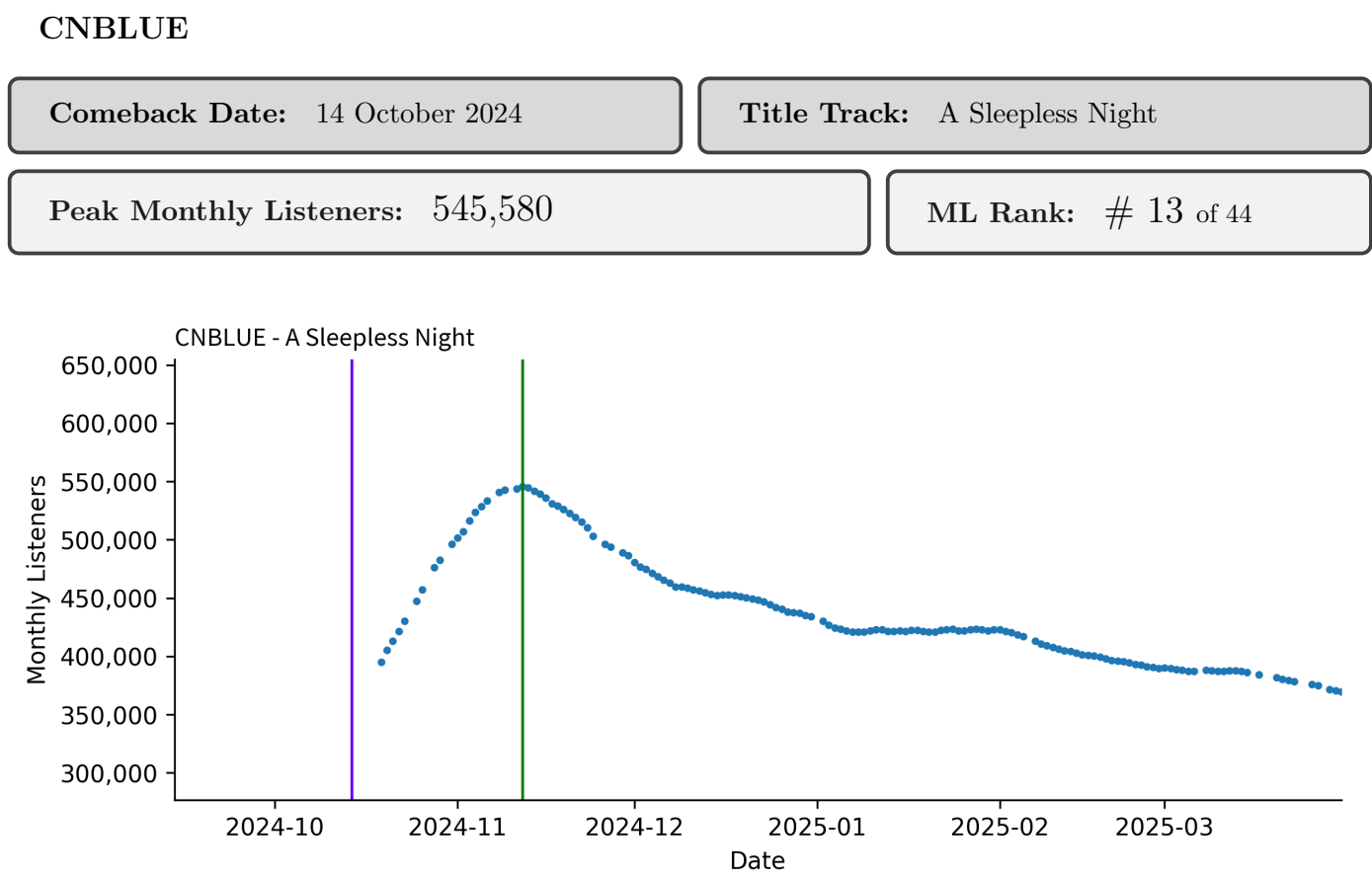


Figure 10: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	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
# 16 of 44	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	

Choi Suhwan

Comeback Date: 3 September 2024

Title Track: I'm Fine

Peak Monthly Listeners: 8,829

ML Rank: # 35 of 44

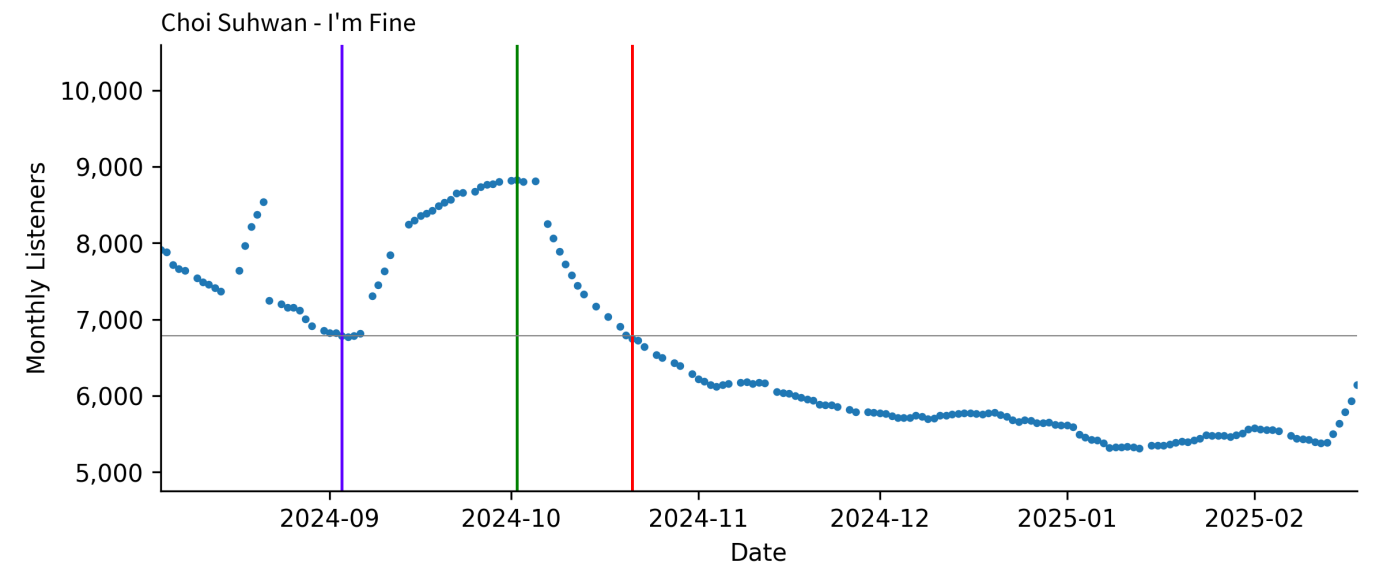


Figure 11: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	2,043	30.11 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 29 of 37	# 21 of 37
Days from comeback back to baseline	Total Rank	
48	# 25 of 37	

DUSTIN

Comeback Date: 1 October 2024

Title Track: Round a Round

Peak Monthly Listeners: 1,151

ML Rank: # 41 of 44

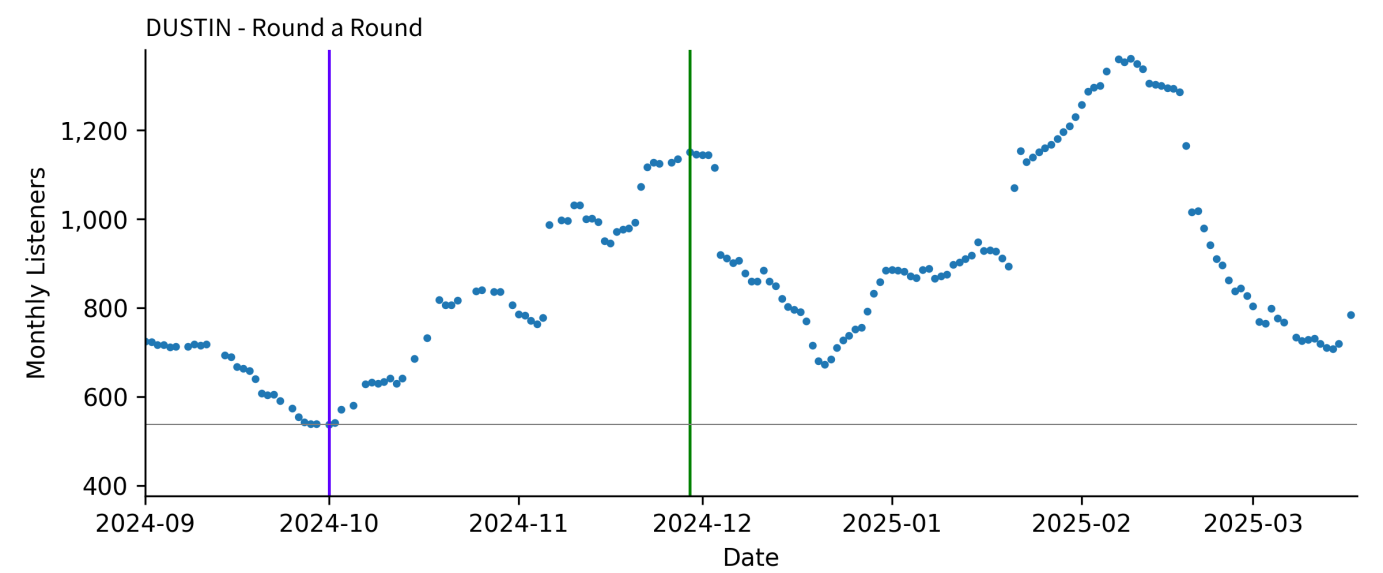


Figure 12: Monthly Listeners vs. Date

Days from comeback to peak

59

Increase in monthly listeners

614

Percentage increase in monthly listeners

114.34%

Rank of days from comeback to peak

5 of 44

Rank of net increase

33 of 37

Rank of percentage increase

8 of 37

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

16 of 37

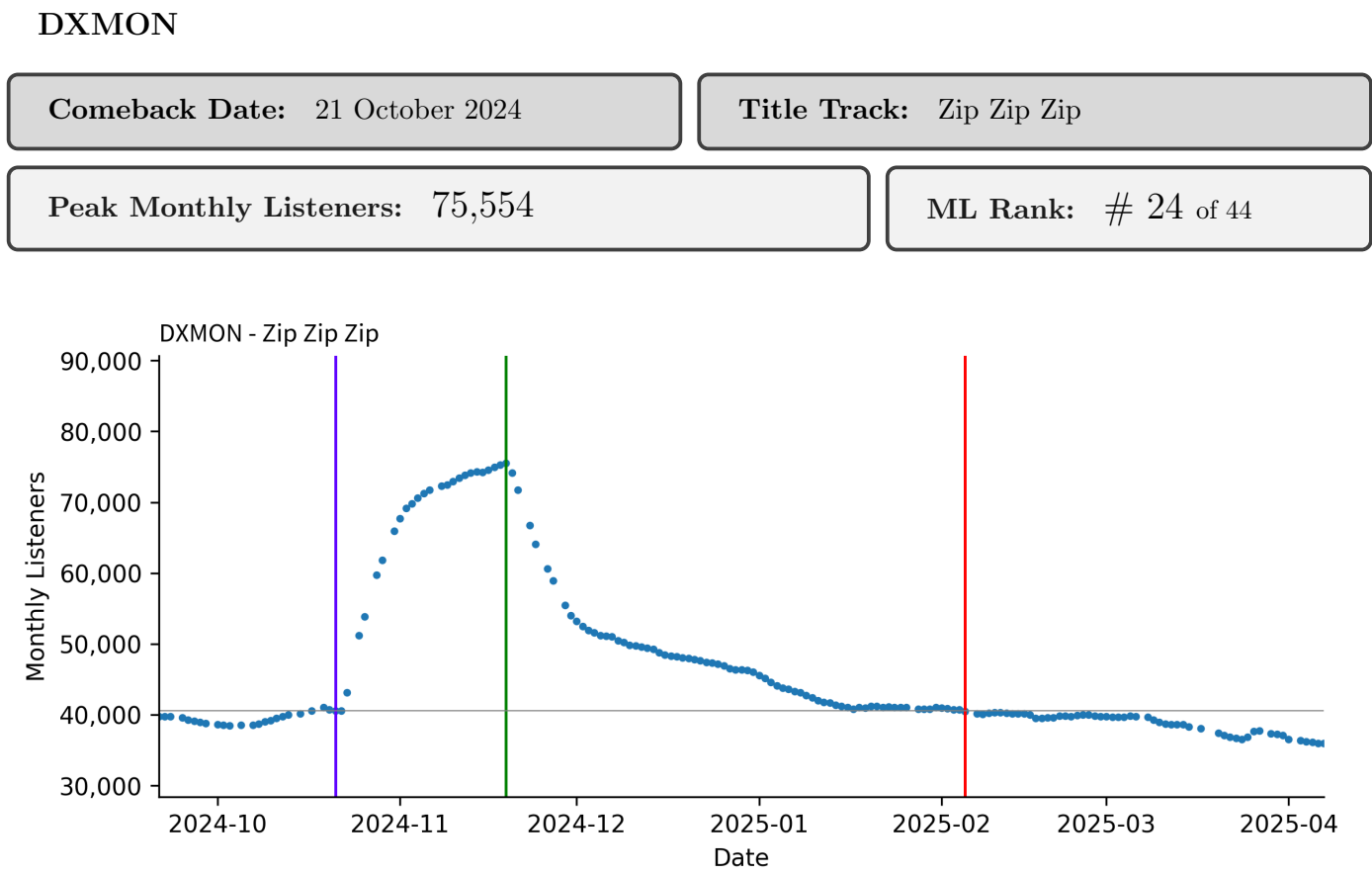


Figure 13: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	35,015	86.37 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 18 of 37	# 11 of 37
Days from comeback back to baseline	Total Rank	
107	# 13 of 37	

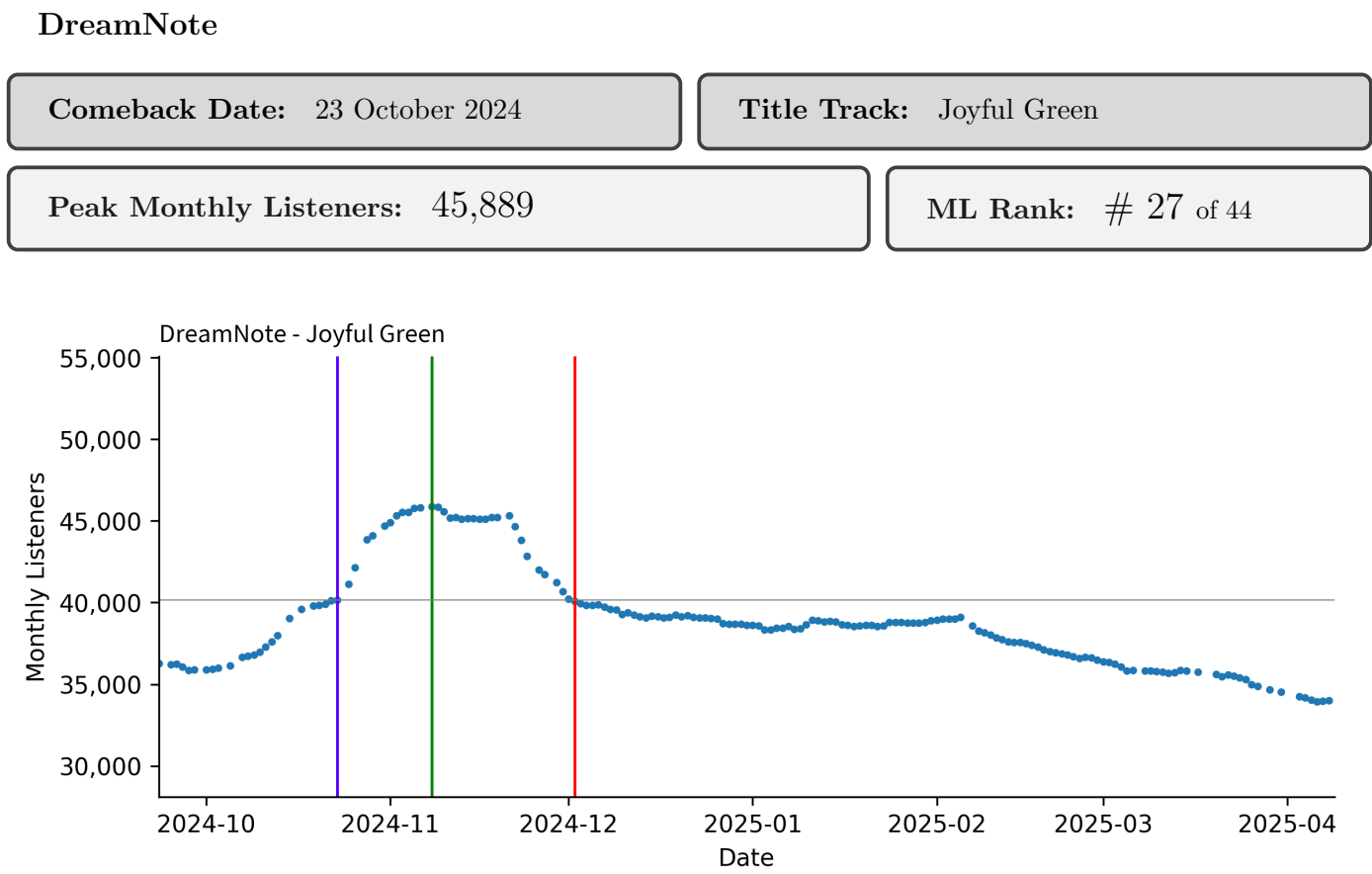


Figure 14: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
16	5,747	14.32%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 37 of 44	# 26 of 37	# 28 of 37
Days from comeback back to baseline	Total Rank	
40	# 31 of 37	

Epex

Comeback Date: 14 October 2024

Title Track: My Girl

Peak Monthly Listeners: 158,091

ML Rank: # 18 of 44

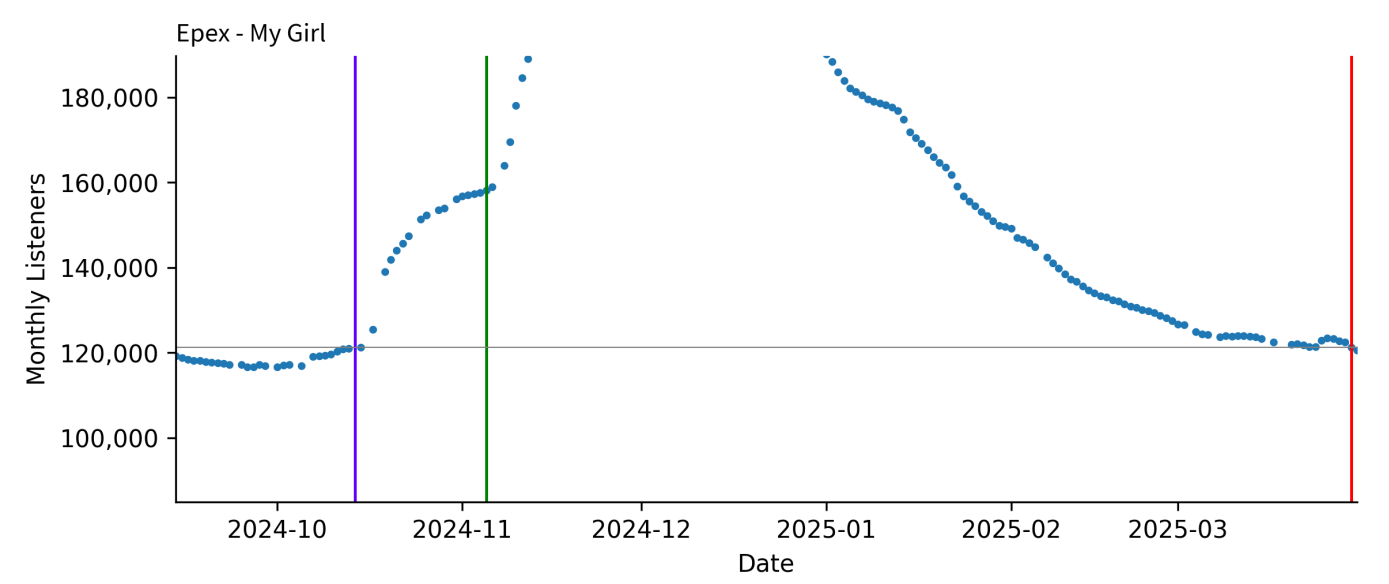


Figure 15: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
22	36,797	30.34 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 34 of 44	# 17 of 37	# 20 of 37
Days from comeback back to baseline	Total Rank	
167	# 27 of 37	

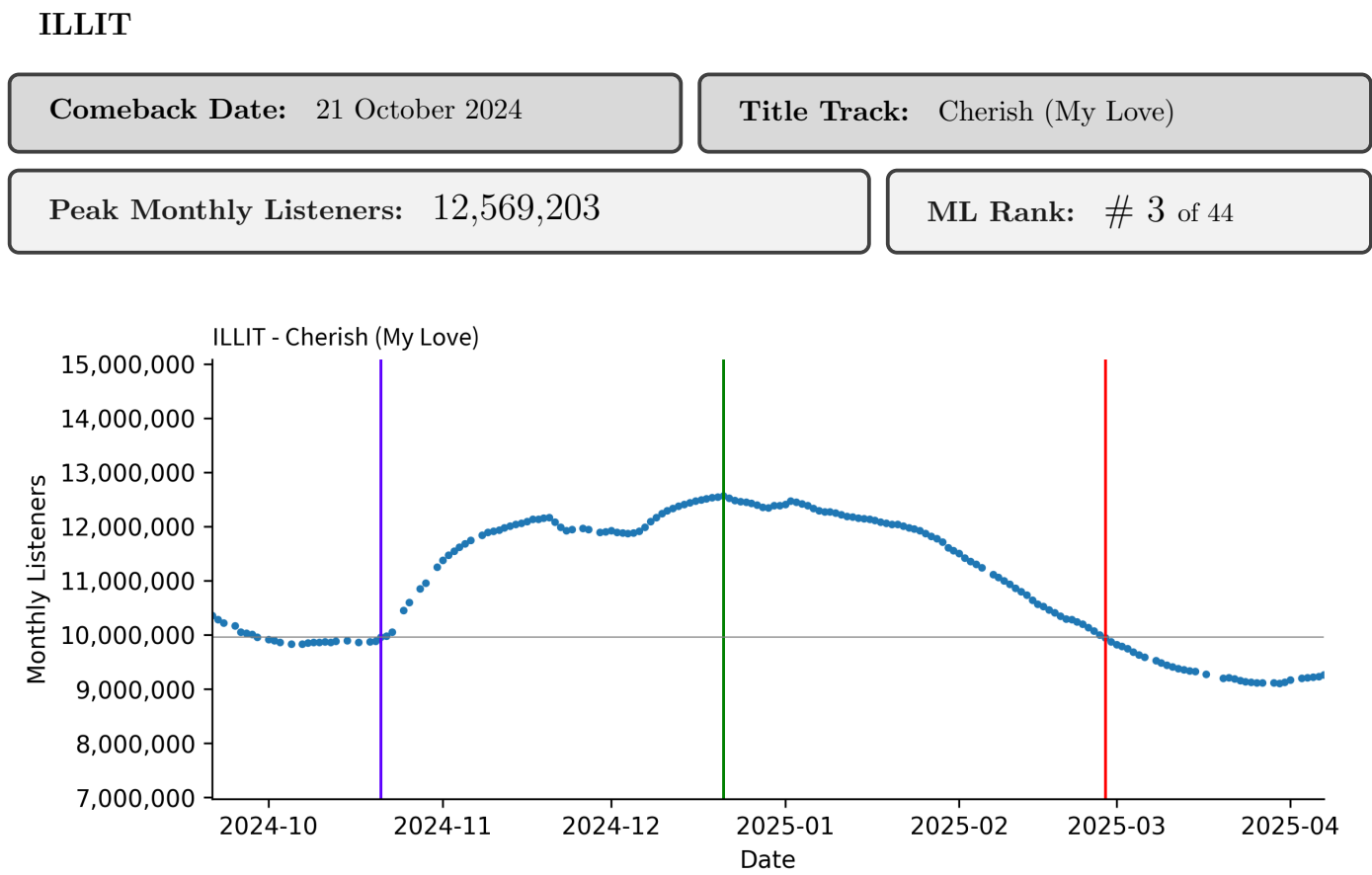


Figure 16: Monthly Listeners vs. Date

NOTE: While ILLIT did release remixes almost immediately after this comeback, they are remixes of the current comeback tracks, and so have not been counted as a separate release. These remix releases may thus have contributed to the prolonged success of this comeback.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
61	2,614,182	26.26 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 3 of 44	# 2 of 37	# 24 of 37
Days from comeback back to baseline	Total Rank	
129	# 4 of 37	

ITZY

Comeback Date: 15 October 2024

Title Track: GOLD

Peak Monthly Listeners: 5,835,923

ML Rank: # 6 of 44

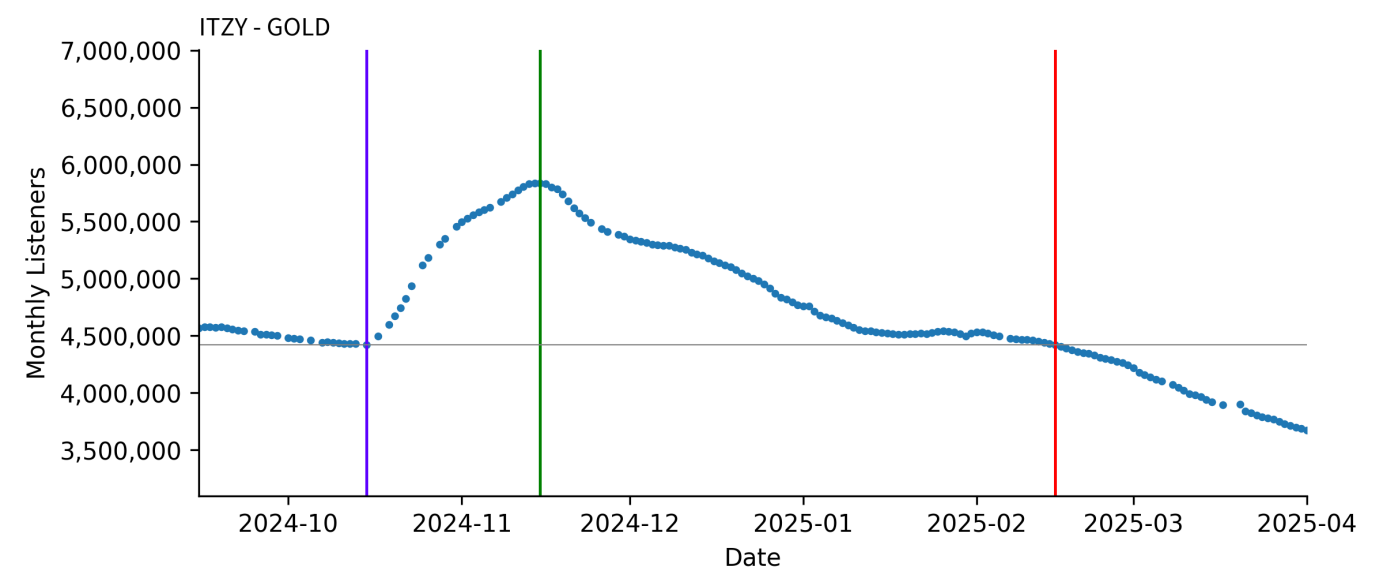


Figure 17: Monthly Listeners vs. Date

Days from comeback to peak

31

Increase in monthly listeners

1,412,644

Percentage increase in monthly listeners

31.94 %

Rank of days from comeback to peak

9 of 44

Rank of net increase

5 of 37

Rank of percentage increase

18 of 37

Days from comeback back to baseline

123

Total Rank

7 of 37

JD1

Comeback Date: 12 October 2024

Title Track: Be Responsible

Peak Monthly Listeners: 21,915

ML Rank: # 31 of 44

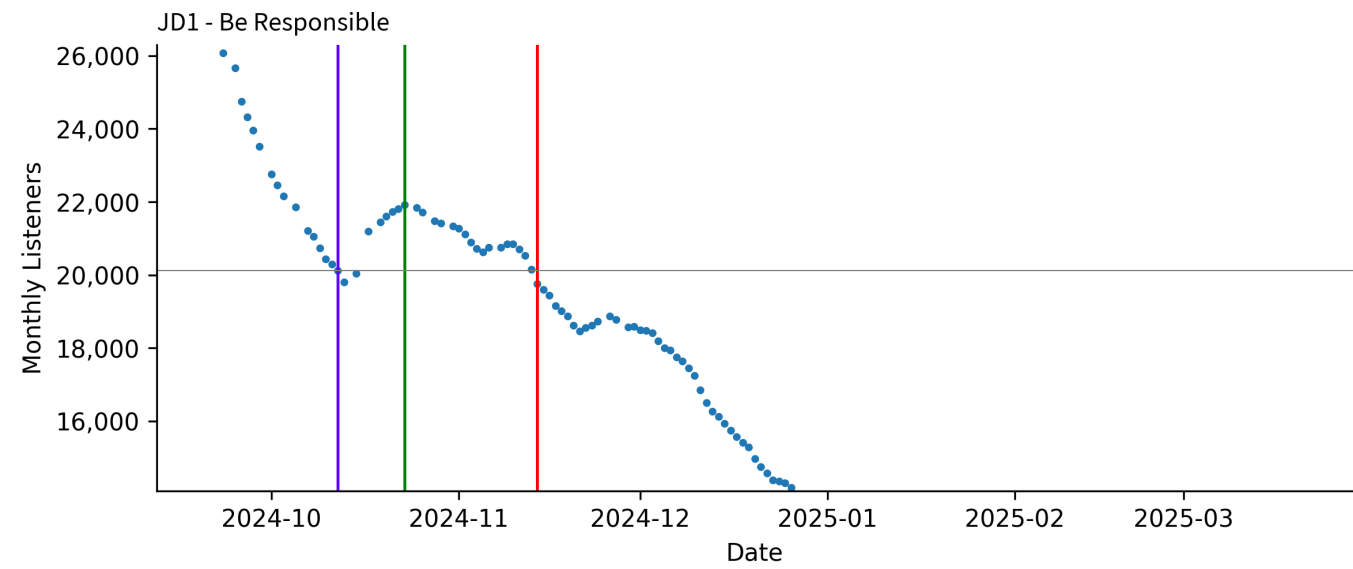


Figure 18: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
11	1,794	8.92 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 40 of 44	# 30 of 37	# 32 of 37
Days from comeback back to baseline		Total Rank
33		# 32 of 37

JENNIE

Comeback Date: 10 October 2024

Title Track: Mantra

Peak Monthly Listeners: 39,567,837

ML Rank: # 1 of 44

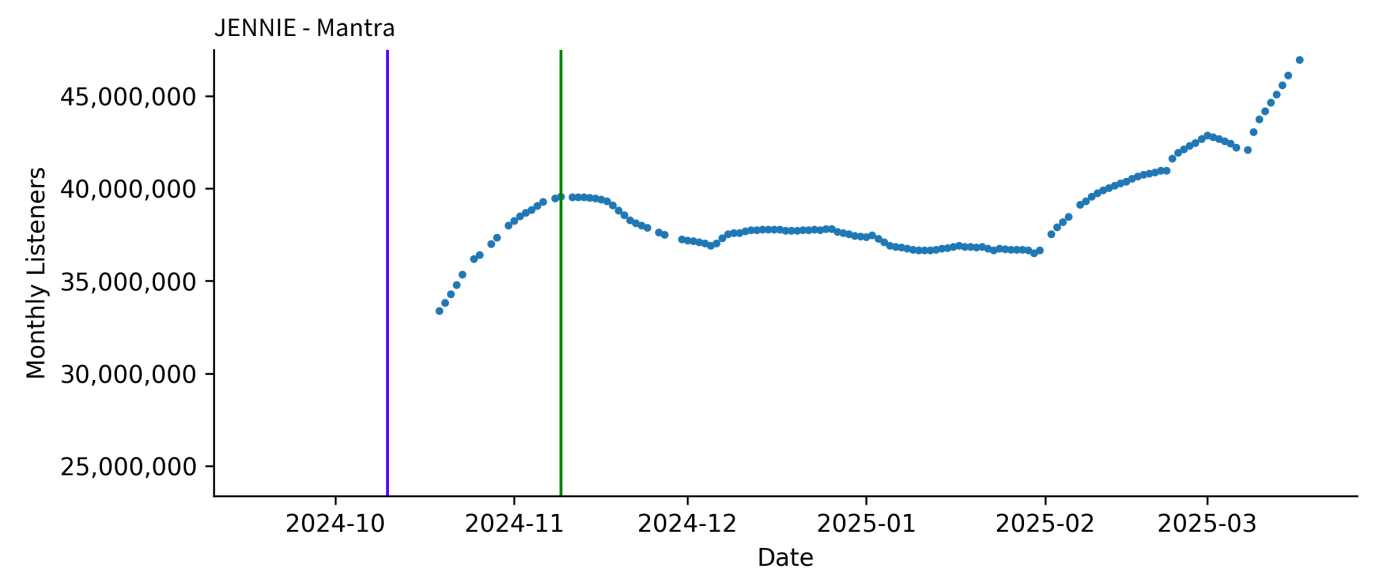


Figure 19: Monthly Listeners vs. Date

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
# 12 of 44	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	

Jay Park

Comeback Date: 8 October 2024

Title Track: Gimme a Minute

Peak Monthly Listeners: 3,691,058

ML Rank: # 7 of 44

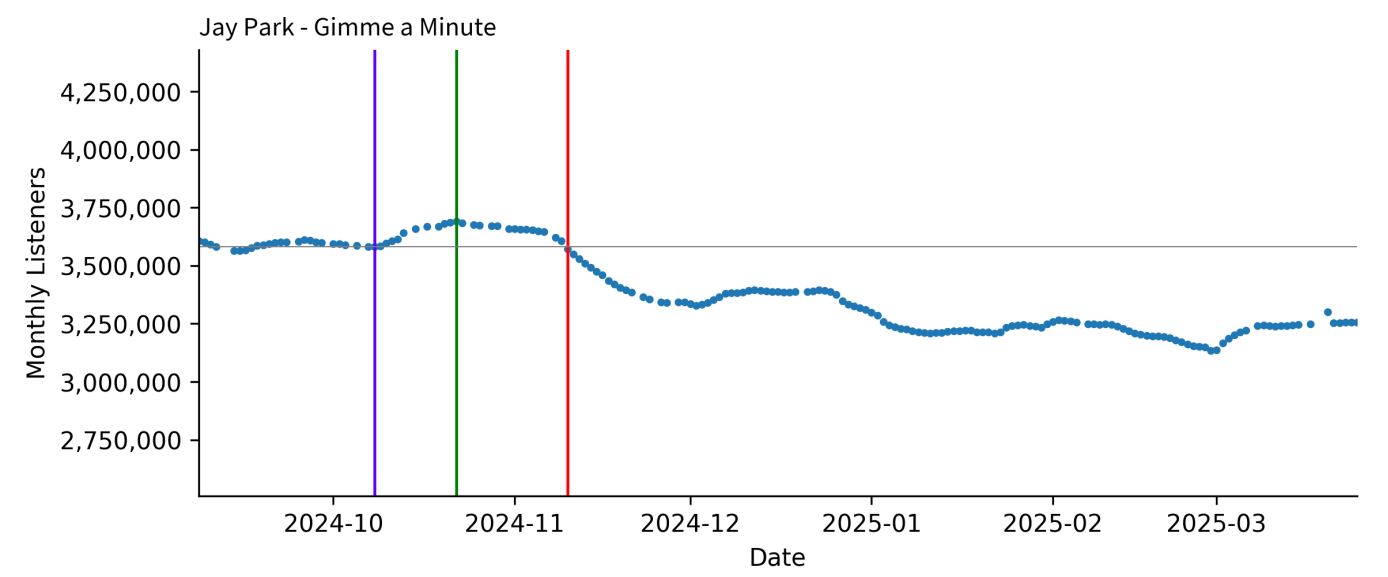


Figure 20: Monthly Listeners vs. Date

Days from comeback to peak

14

Increase in monthly listeners

108,606

Percentage increase in monthly listeners

3.03 %

Rank of days from comeback to peak

38 of 44

Rank of net increase

11 of 37

Rank of percentage increase

34 of 37

Days from comeback back to baseline

33

Total Rank

30 of 37

KISS OF LIFE

Comeback Date: 15 October 2024

Title Track: Get Loud

Peak Monthly Listeners: 8,065,384

ML Rank: # 4 of 44

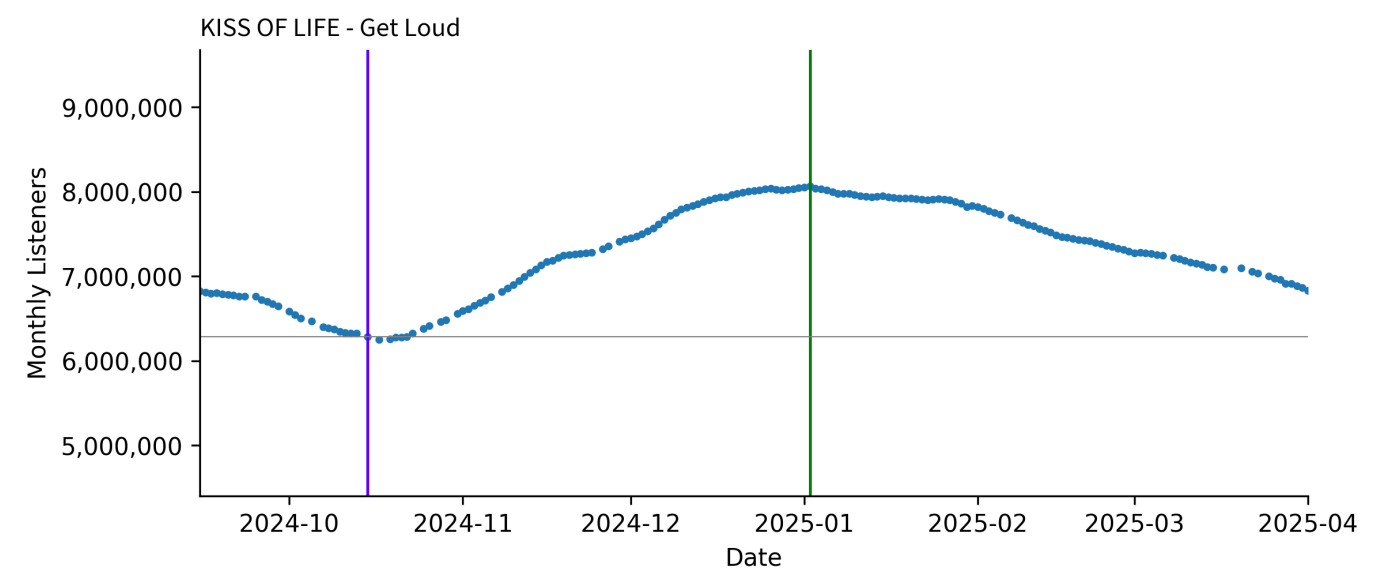


Figure 21: Monthly Listeners vs. Date

Days from comeback to peak

79

Increase in monthly listeners

1,780,971

Percentage increase in monthly listeners

28.34 %

Rank of days from comeback to peak

2 of 44

Rank of net increase

4 of 37

Rank of percentage increase

23 of 37

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

4 of 37

LEE CHANGSUB

Comeback Date: 2 October 2024

Title Track: 33

Peak Monthly Listeners: 173,601

ML Rank: # 17 of 44

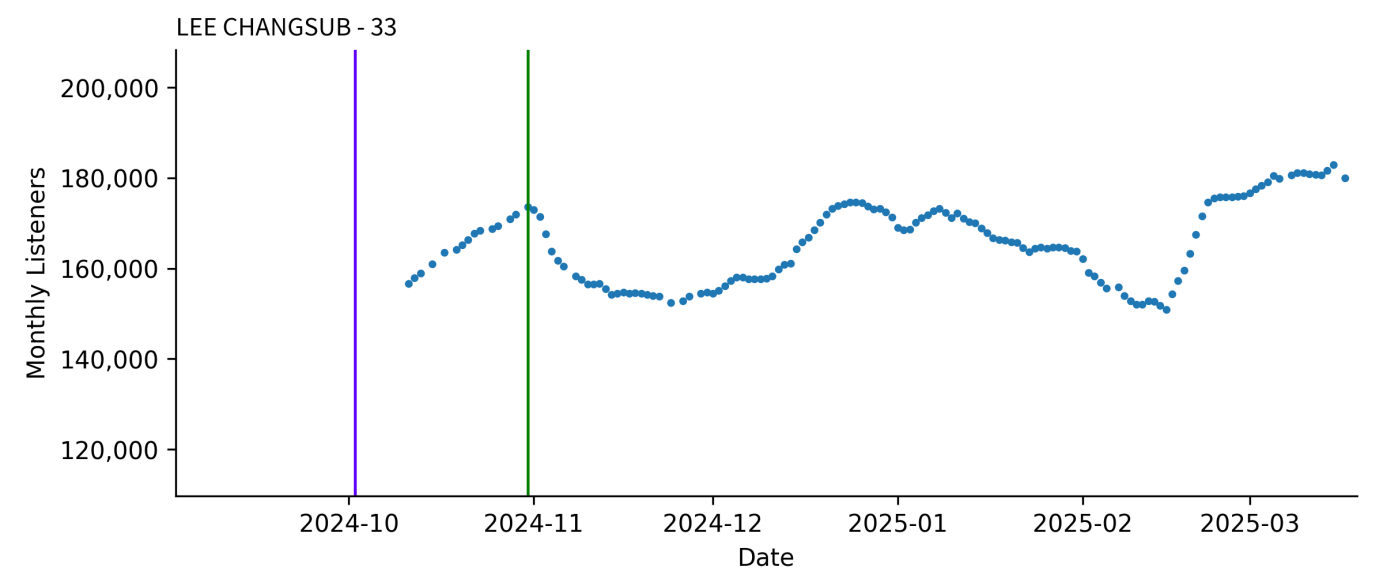


Figure 22: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	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
# 16 of 44	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	

Lucky PangPang

Comeback Date: 8 October 2024

Title Track: Sugar

Peak Monthly Listeners: 2,620

ML Rank: # 38 of 44

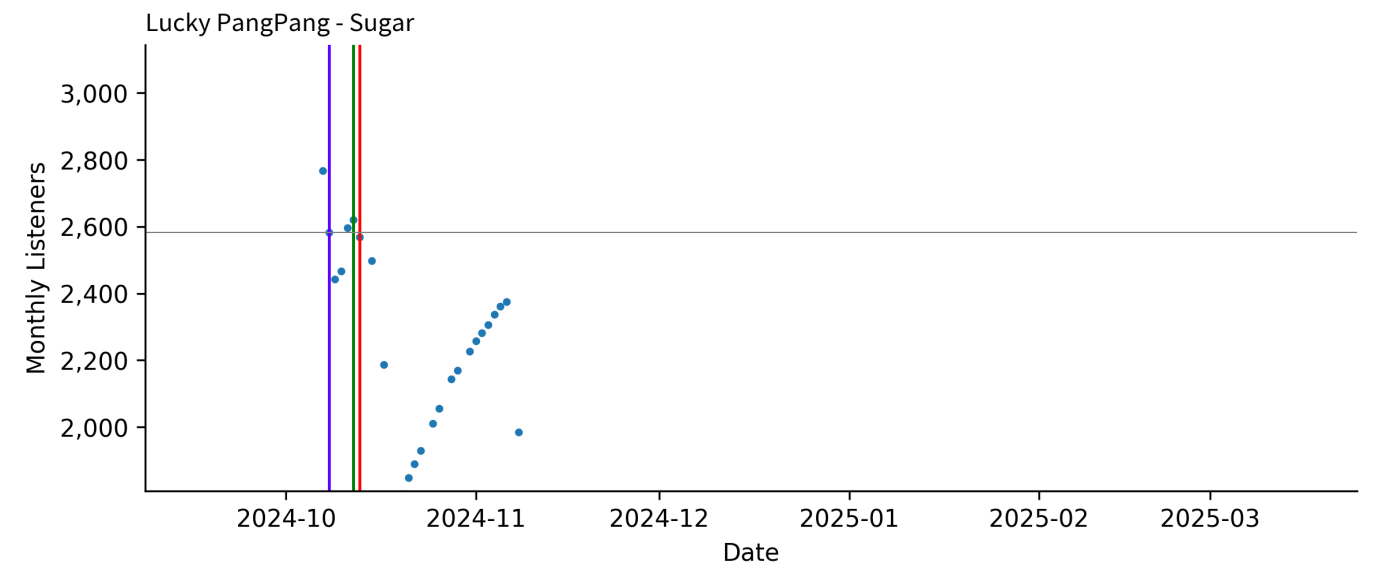


Figure 23: Monthly Listeners vs. Date

Days from comeback to peak

4

Increase in monthly listeners

37

Percentage increase in monthly listeners

1.43%

Rank of days from comeback to peak

42 of 44

Rank of net increase

34 of 37

Rank of percentage increase

35 of 37

Days from comeback back to baseline

5

Total Rank

35 of 37

NOMAD

Comeback Date: 9 October 2024

Title Track: Call Me Back

Peak Monthly Listeners: 30,449

ML Rank: # 30 of 44

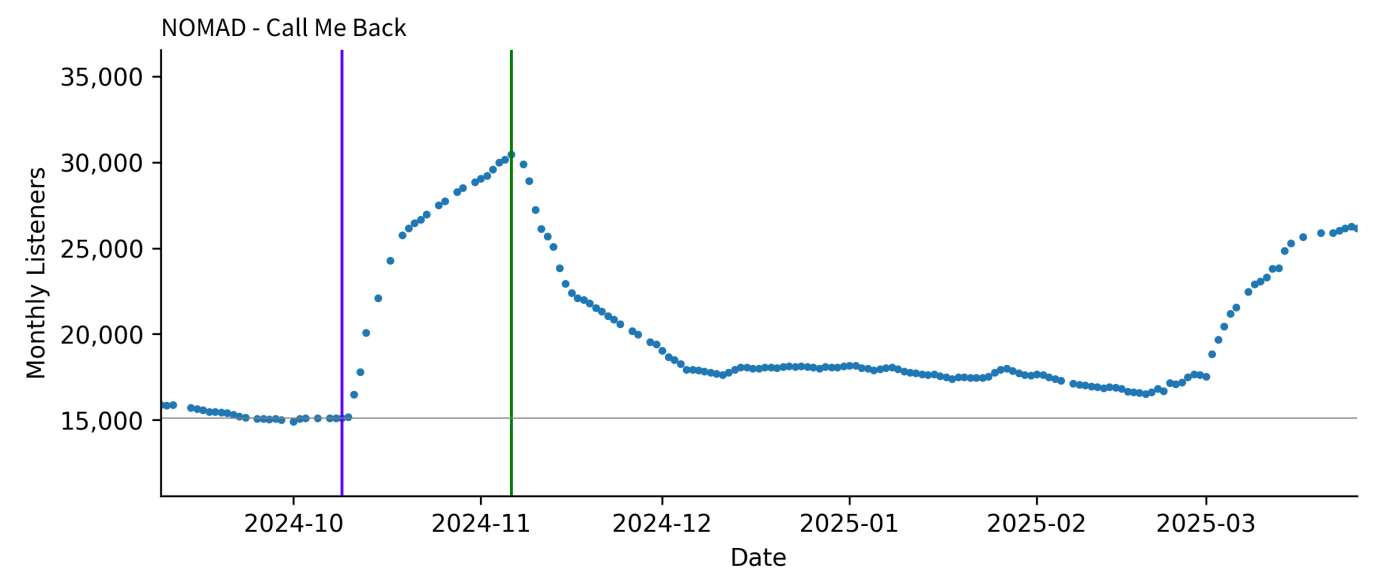


Figure 24: Monthly Listeners vs. Date

Days from comeback to peak

28

Increase in monthly listeners

15,347

Percentage increase in monthly listeners

101.62 %

Rank of days from comeback to peak

29 of 44

Rank of net increase

22 of 37

Rank of percentage increase

10 of 37

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

20 of 37

ONE PACT

Comeback Date: 18 October 2024

Title Track: DESERVED

Peak Monthly Listeners: 156,318

ML Rank: # 19 of 44

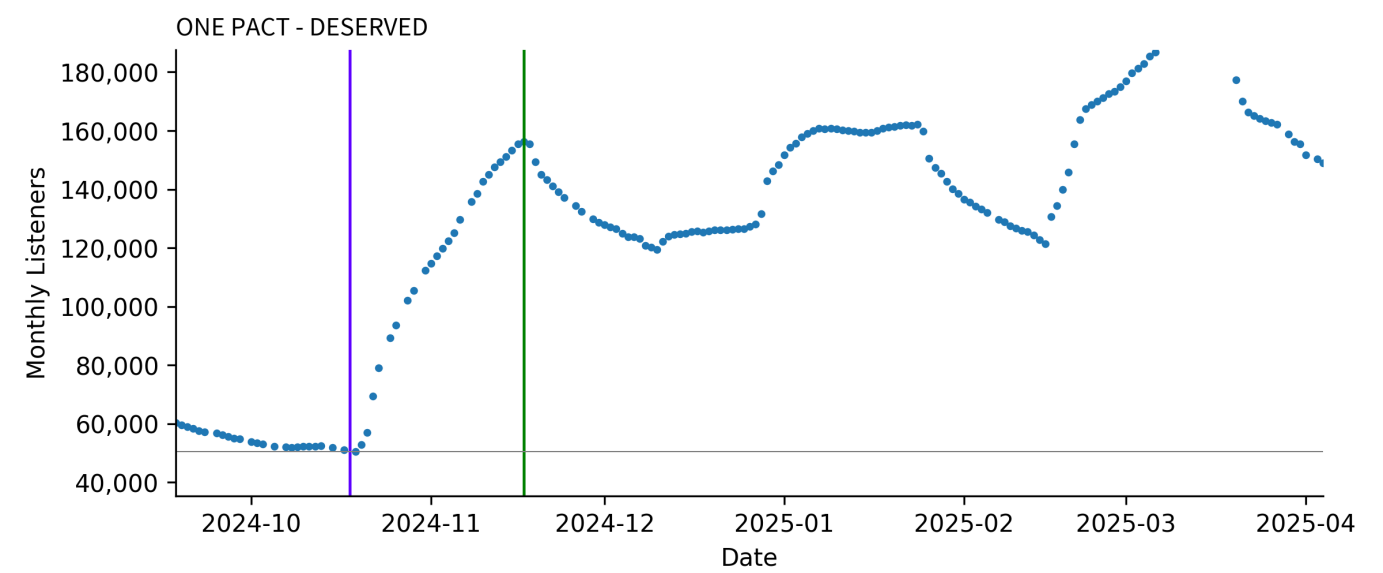


Figure 25: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
30	105,926	210.2 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 12 of 44	# 12 of 37	# 4 of 37
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 3 of 37	

POW

Comeback Date: 23 September 2024

Title Track: Sunset

Peak Monthly Listeners: 65,622

ML Rank: # 25 of 44

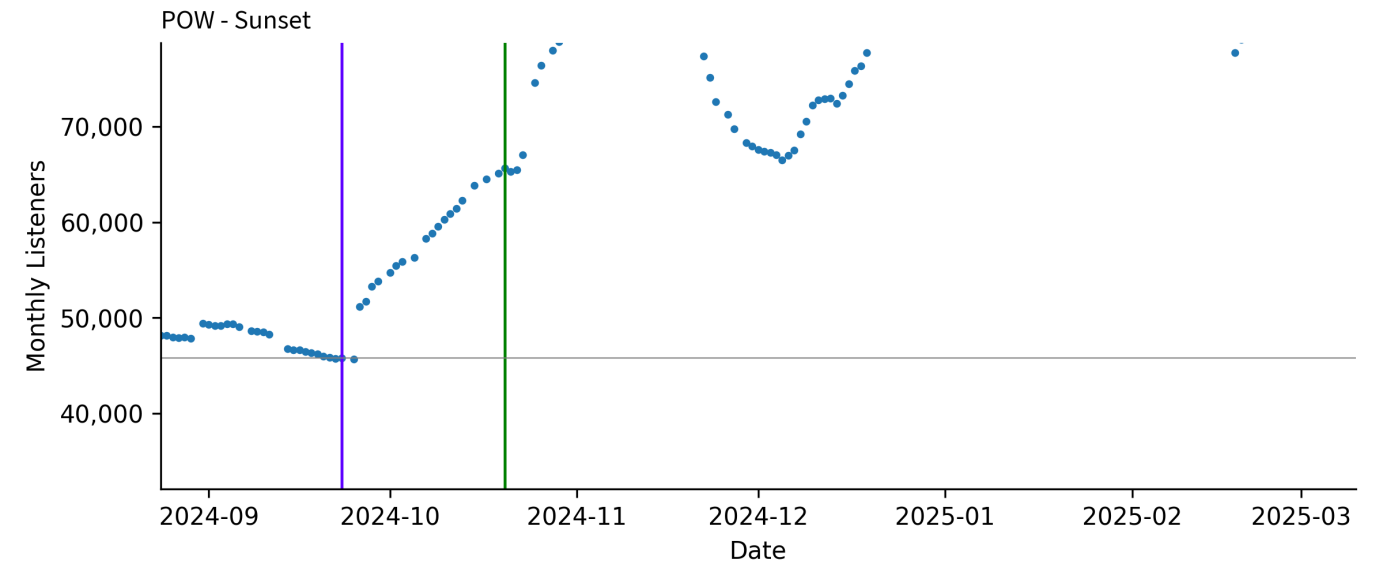


Figure 26: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
27	19,812	43.25 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 31 of 44	# 19 of 37	# 16 of 37
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 22 of 37	

Purple Kiss

Comeback Date: 22 October 2024

Title Track: ON MY BIKE

Peak Monthly Listeners: 551,143

ML Rank: # 12 of 44

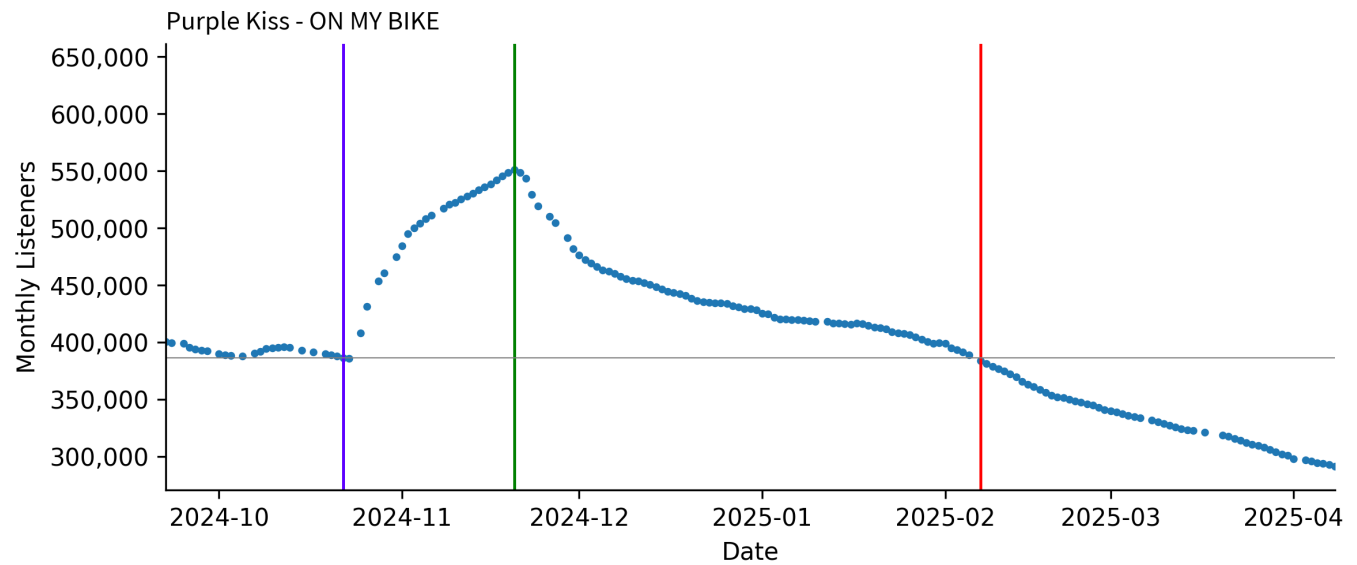


Figure 27: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	164,813	42.66 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 8 of 37	# 17 of 37
Days from comeback back to baseline	Total Rank	
108	# 11 of 37	

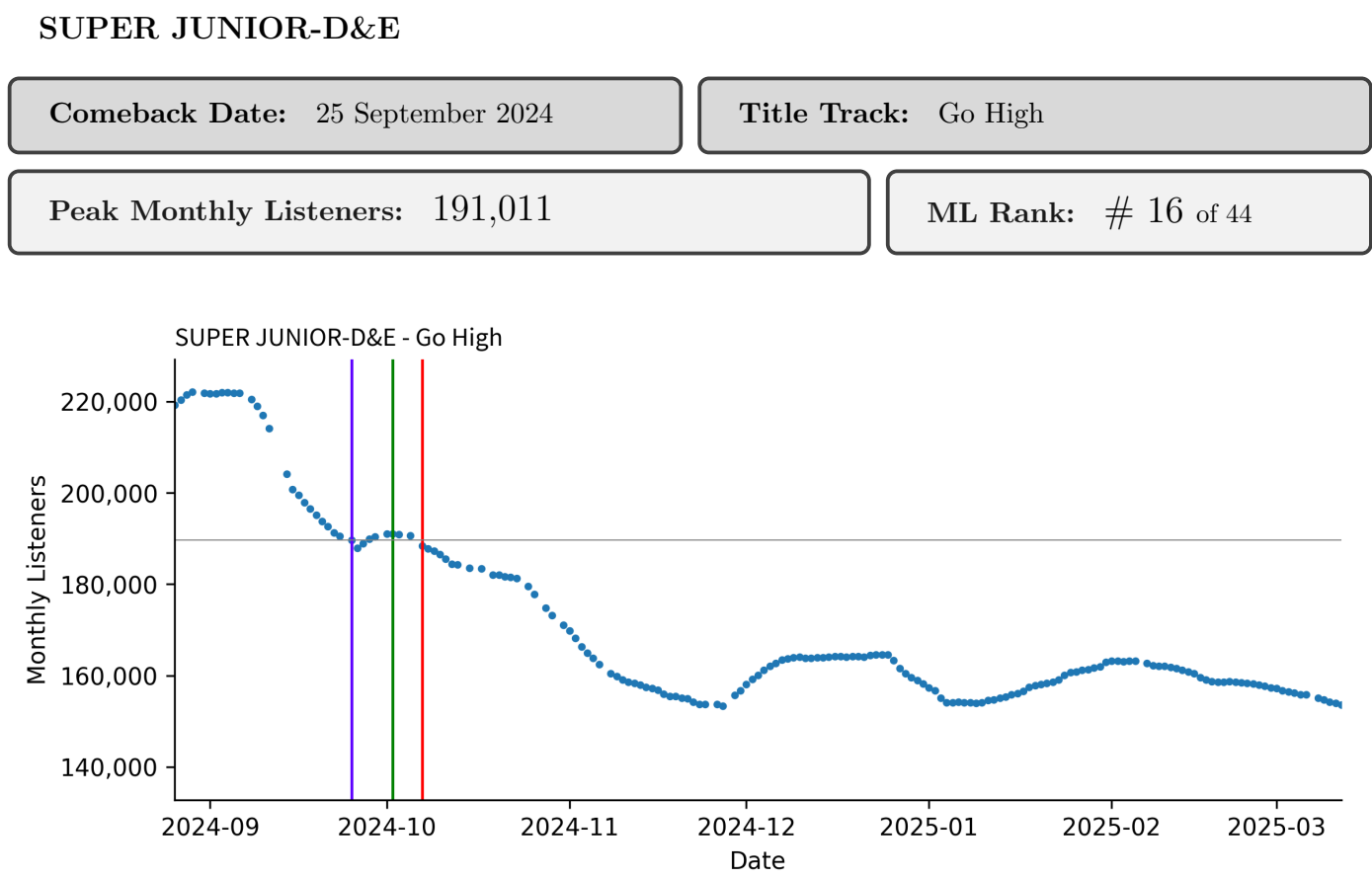


Figure 28: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
7	1,392	0.73%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 41 of 44	# 31 of 37	# 36 of 37
Days from comeback back to baseline	Total Rank	
12	# 34 of 37	

Seoyoon

Comeback Date: 17 October 2024

Title Track: One day

Peak Monthly Listeners: 201

ML Rank: # 43 of 44

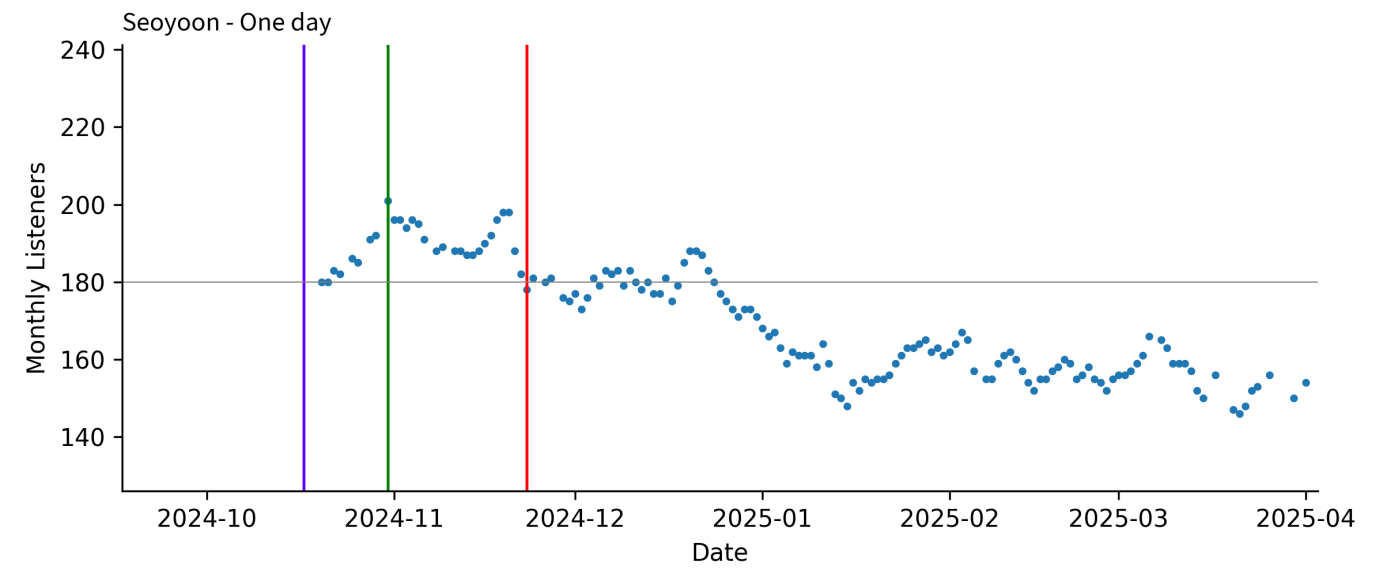


Figure 29: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
14	21	11.67%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 38 of 44	# 35 of 37	# 29 of 37
Days from comeback back to baseline	Total Rank	
37	# 32 of 37	

Seventeen

Comeback Date: 14 October 2024

Title Track: LOVE, MONEY, FAME (feat. DJ Khaled)

Peak Monthly Listeners: 7,524,389

ML Rank: # 5 of 44

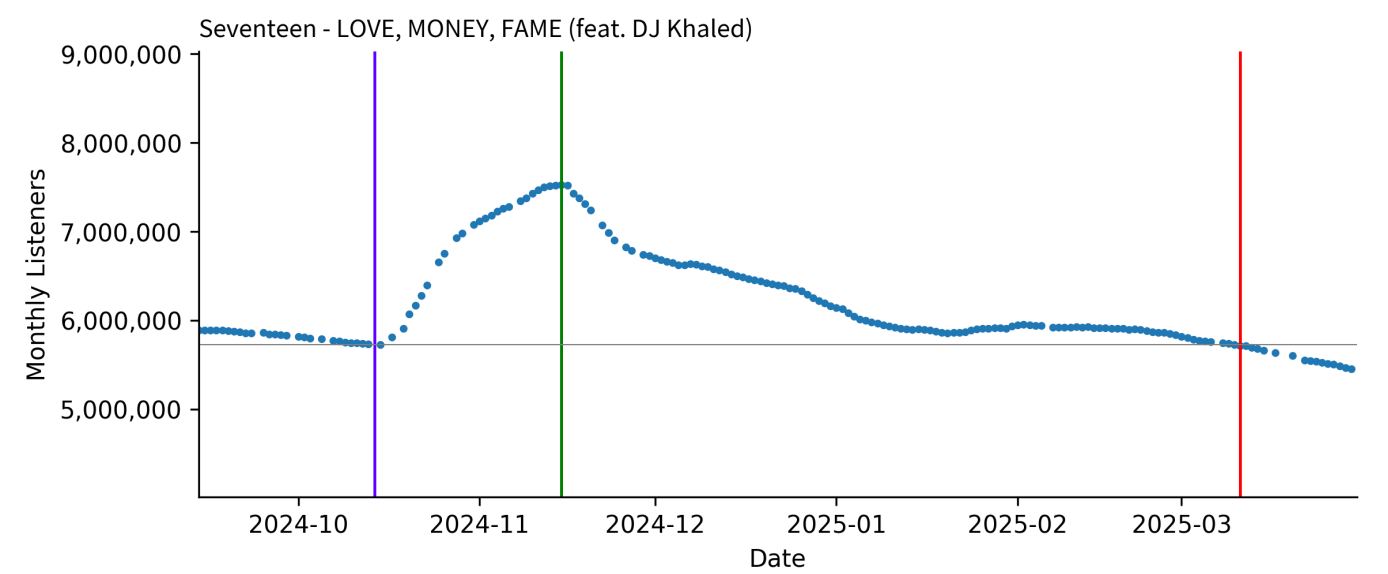


Figure 30: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
32	1,796,515	31.36 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 8 of 44	# 3 of 37	# 19 of 37
Days from comeback back to baseline	Total Rank	
148	# 6 of 37	

ShinYu

Comeback Date:12 October 2024

Title Track:Love Story

Peak Monthly Listeners:3,744

ML Rank:# 37 of 44

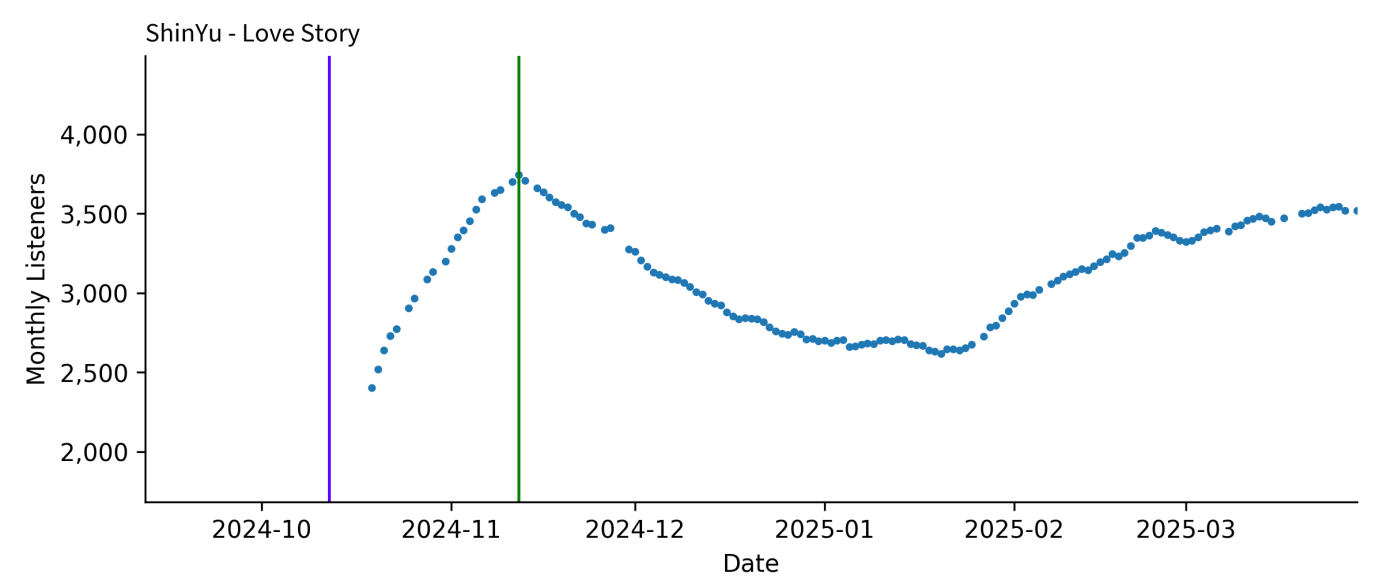


Figure 31: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
31	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 44	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	

Song Minkyung

Comeback Date: 30 August 2024

Title Track: Turn it Off and On!

Peak Monthly Listeners: 1,194

ML Rank: # 40 of 44

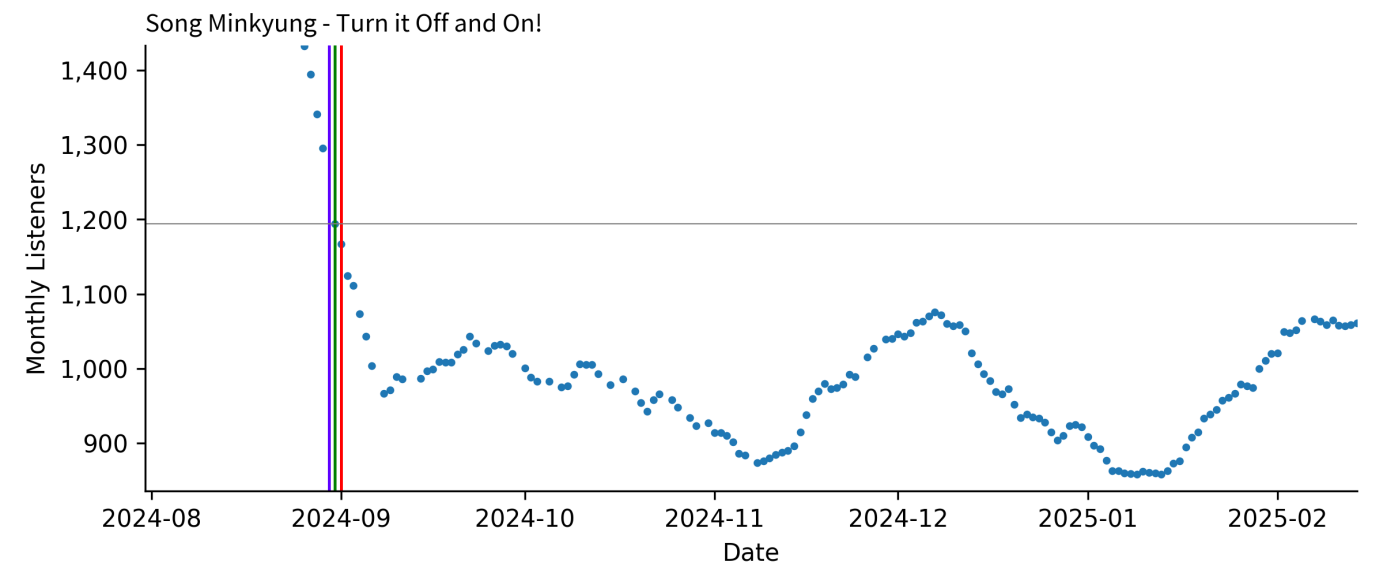


Figure 32: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
1	0	0.0%
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 44 of 44	# 37 of 37	# 37 of 37
Days from comeback back to baseline	Total Rank	
2	# 37 of 37	

Sphaze

Comeback Date: 30 September 2024

Title Track: Starlight

Peak Monthly Listeners: 1,599

ML Rank: # 39 of 44

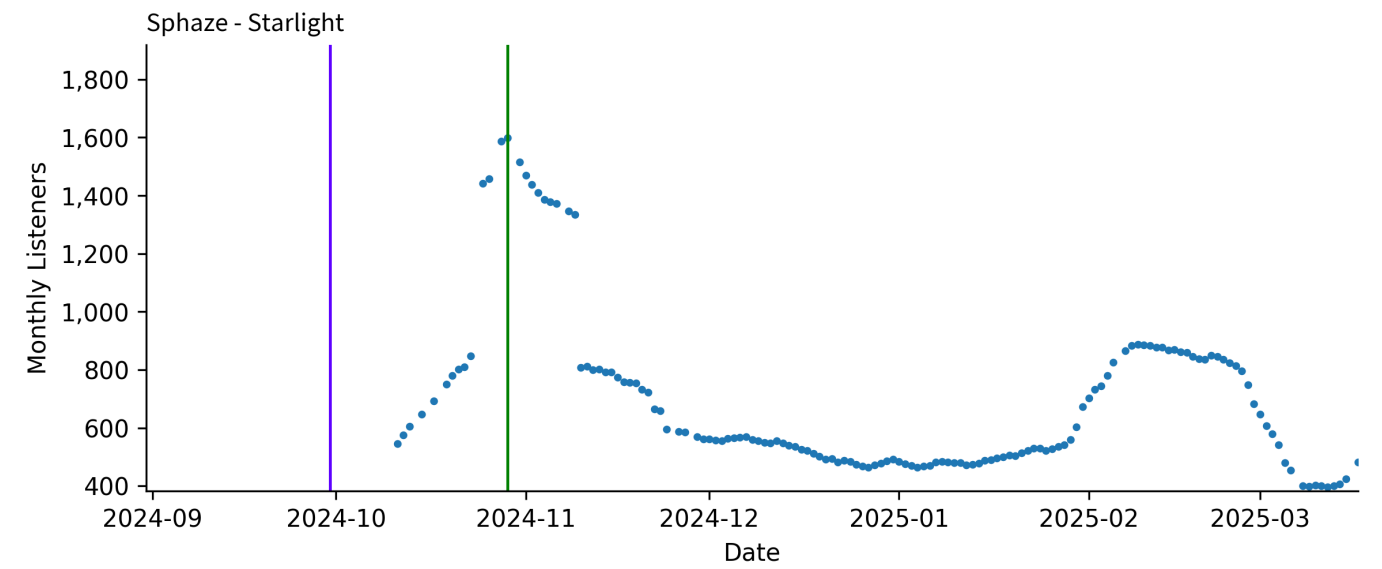


Figure 33: Monthly Listeners vs. Date

NOTE: This artist is affected by the December / January data issues.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	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
# 16 of 44	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	

TEMPEST

Comeback Date: 27 September 2024

Title Track: Maniac (Road to Kingdom)

Peak Monthly Listeners: 92,638

ML Rank: # 22 of 44

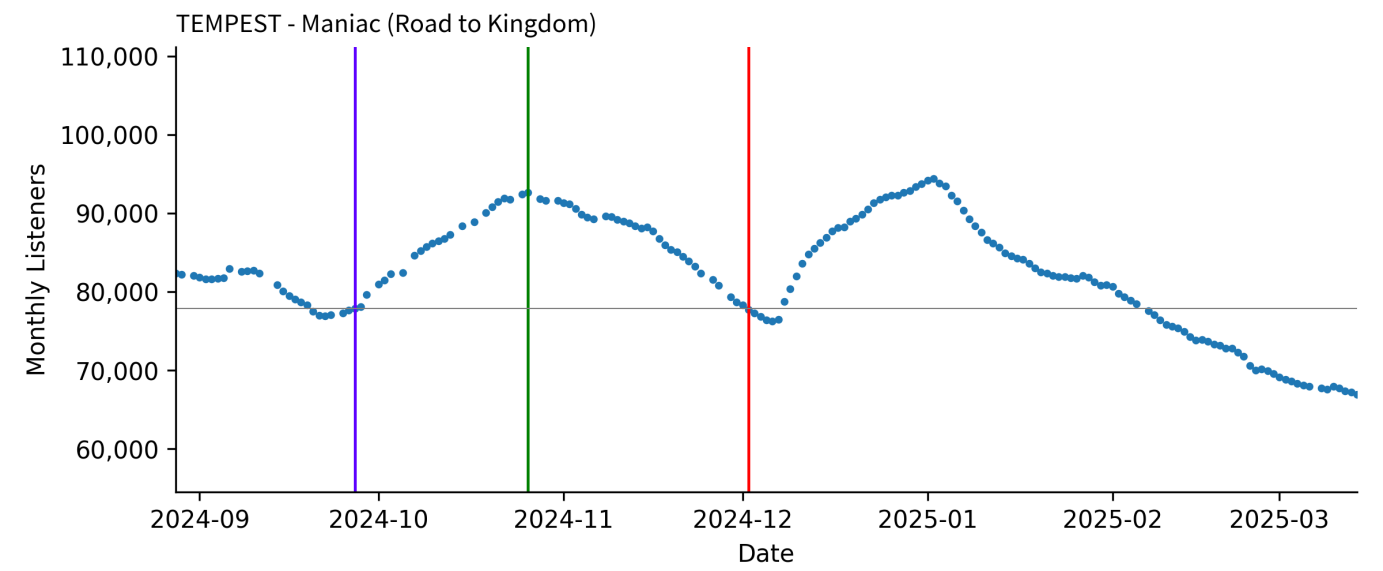


Figure 34: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	14,795	19.01 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 23 of 37	# 27 of 37
Days from comeback back to baseline	Total Rank	
66	# 25 of 37	

TIOT

Comeback Date: 2 October 2024

Title Track: The Long Season

Peak Monthly Listeners: 38,046

ML Rank: # 29 of 44

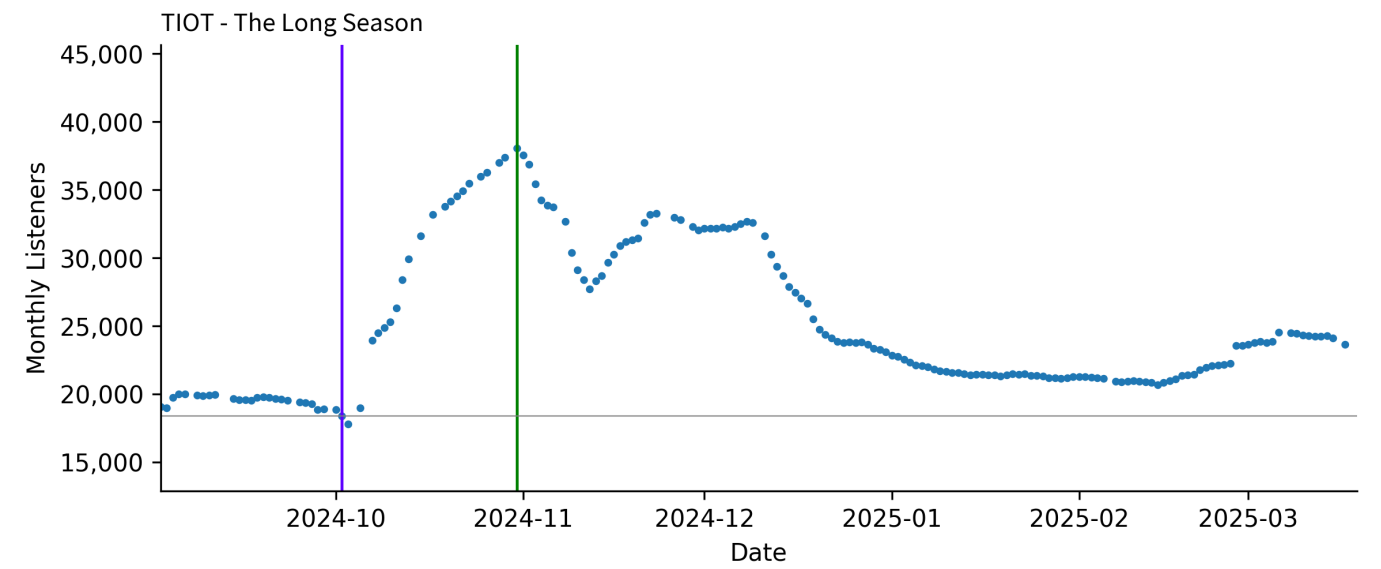


Figure 35: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	19,663	106.96 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 20 of 37	# 9 of 37
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 13 of 37	

TMC

Comeback Date: 4 October 2024

Title Track: shower

Peak Monthly Listeners: 1,148

ML Rank: # 42 of 44

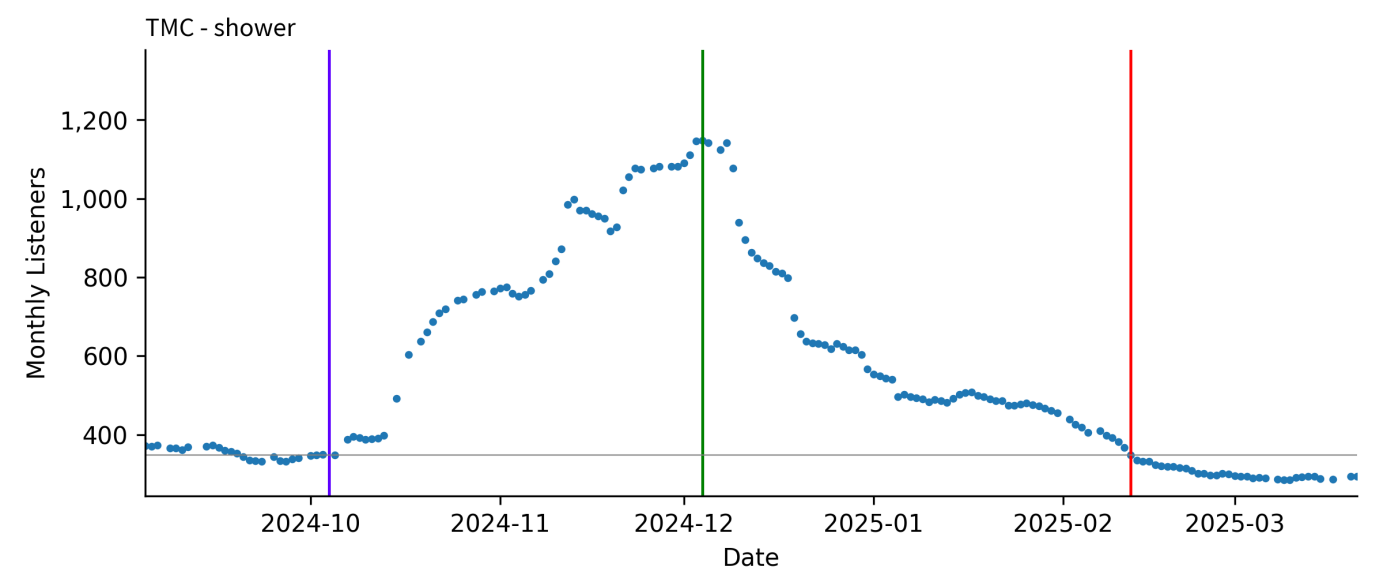
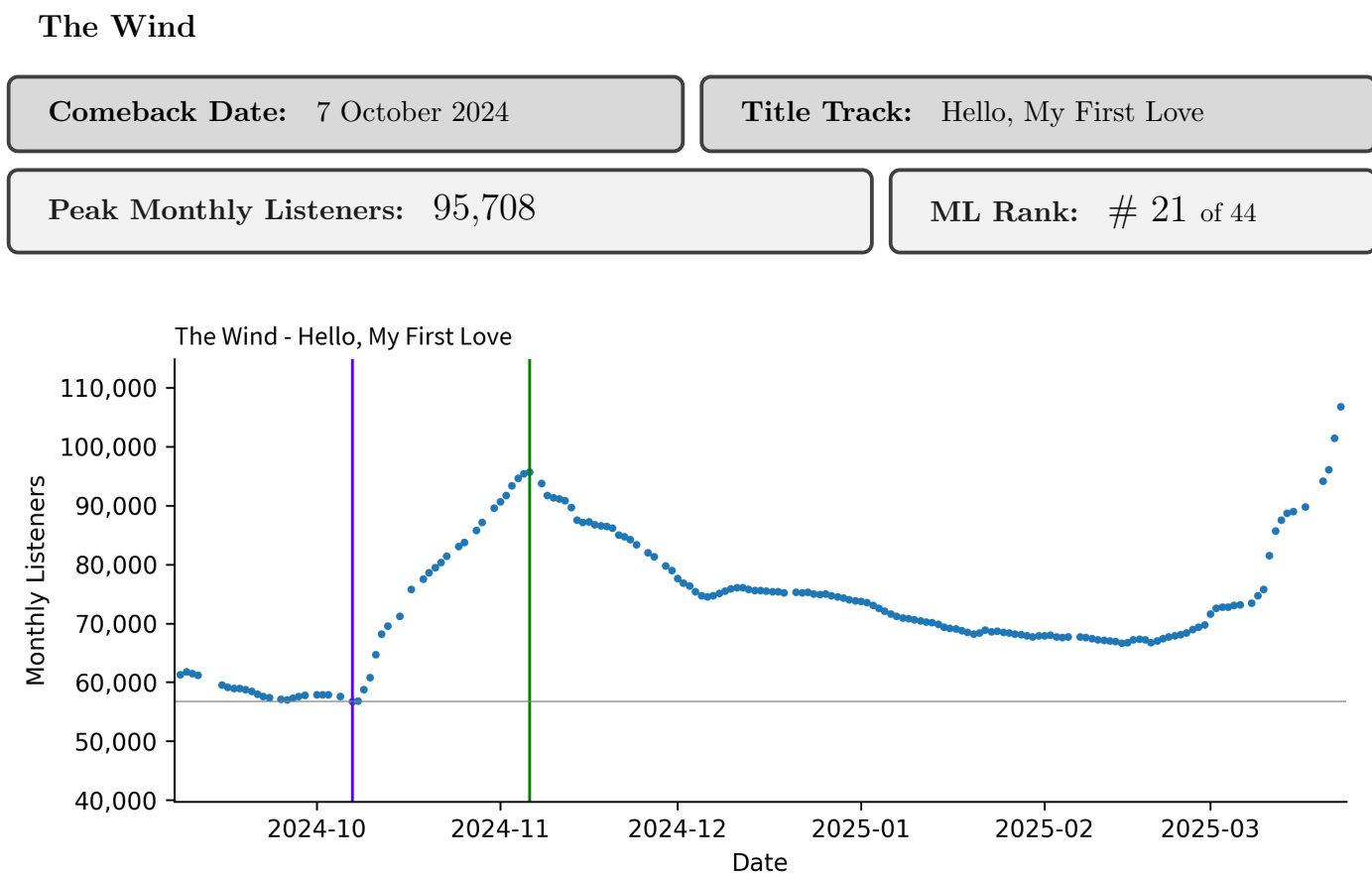


Figure 36: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
61	799	228.94 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 3 of 44	# 32 of 37	# 3 of 37
Days from comeback back to baseline	Total Rank	
131	# 9 of 37	



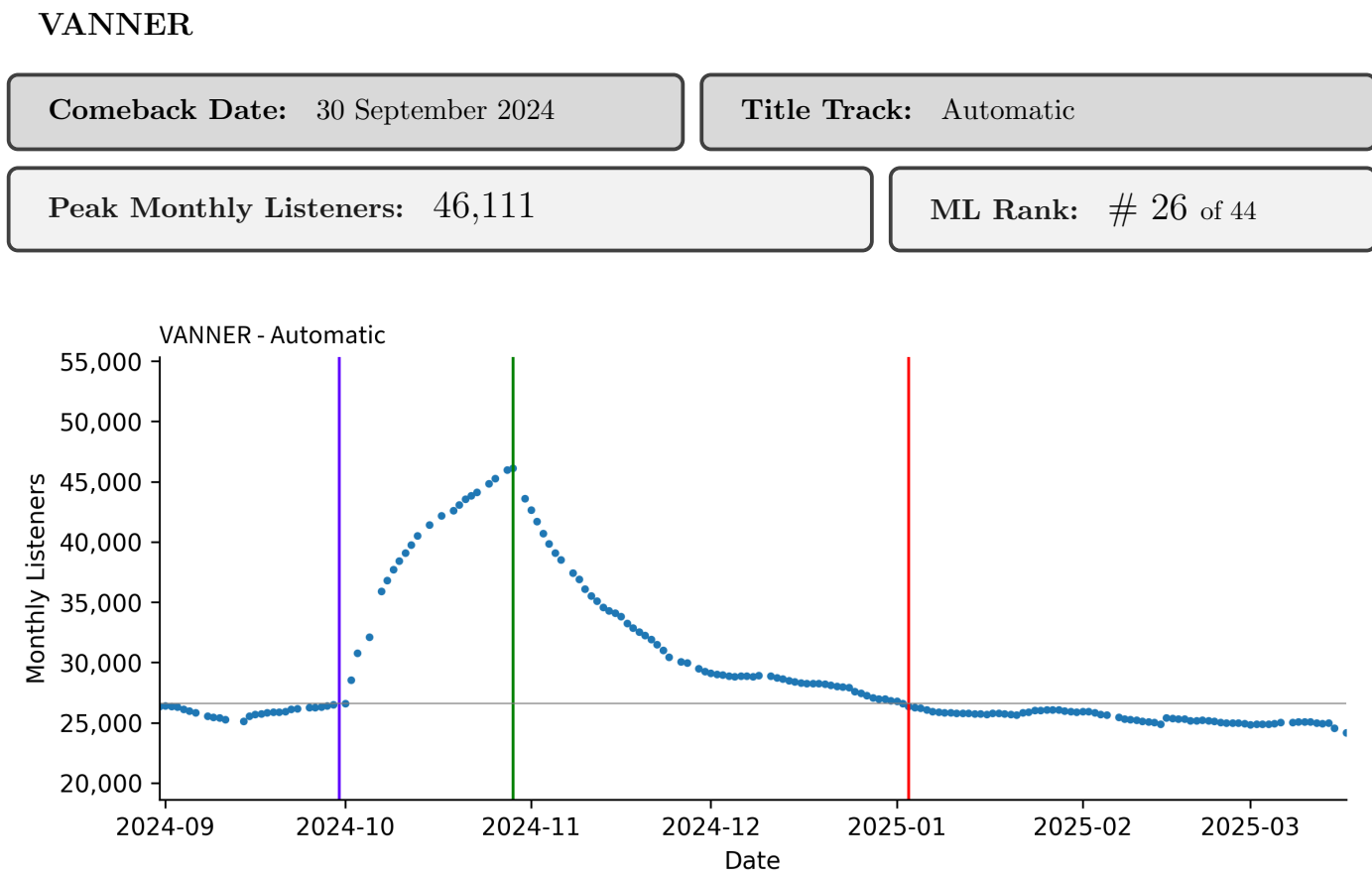


Figure 38: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	19,534	73.5 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 21 of 37	# 13 of 37
Days from comeback back to baseline	Total Rank	
95	# 17 of 37	

Visionary Vision

Comeback Date: 23 October 2024

Title Track: Hit the Floor

Peak Monthly Listeners: 1,200,130

ML Rank: # 9 of 44

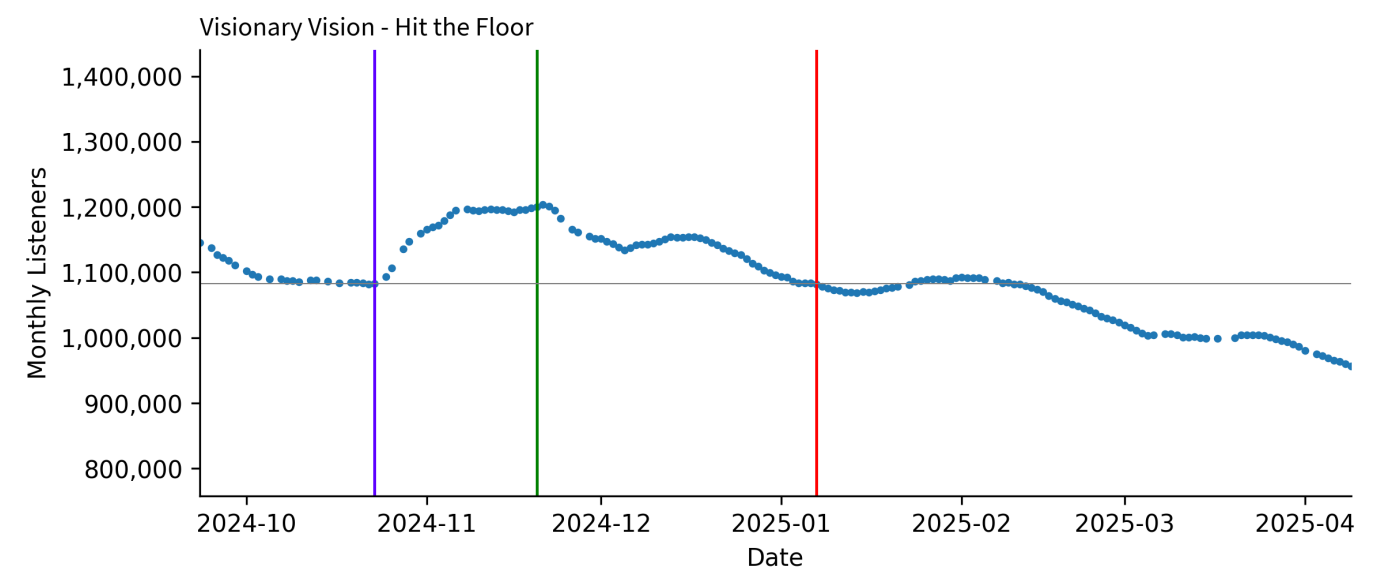


Figure 39: Monthly Listeners vs. Date

NOTE: While this is technically a sub-unit debut, tripleS functions with one main Spotify account so this track is better represented as a comeback.

Days from comeback to peak

28

Increase in monthly listeners

117,472

Percentage increase in monthly listeners

10.85 %

Rank of days from comeback to peak

29 of 44

Rank of net increase

10 of 37

Rank of percentage increase

30 of 37

Days from comeback back to baseline

76

Total Rank

24 of 37

WHIB

Comeback Date: 30 September 2024

Title Track: Rush of Joy

Peak Monthly Listeners: 20,651

ML Rank: # 32 of 44

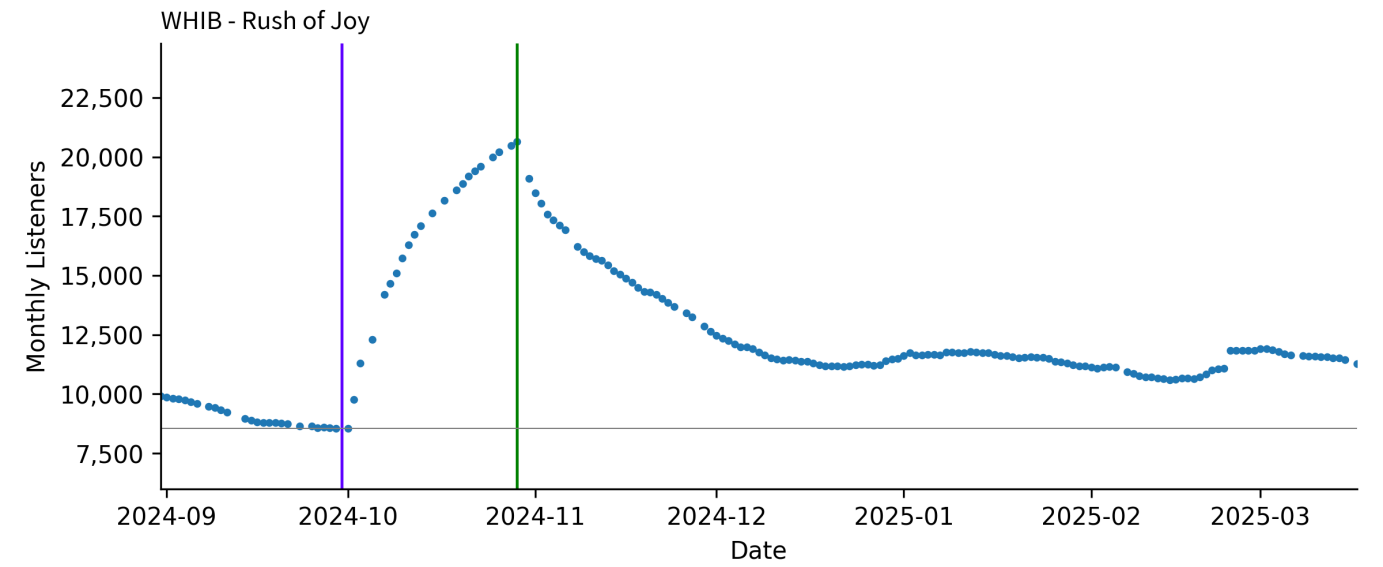


Figure 40: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

12,094

Percentage increase in monthly listeners

141.33 %

Rank of days from comeback to peak

16 of 44

Rank of net increase

24 of 37

Rank of percentage increase

5 of 37

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

13 of 37

Xdinary Heroes

Comeback Date:14 October 2024

Title Track:Night before the end

Peak Monthly Listeners:981,875

ML Rank:# 10 of 44

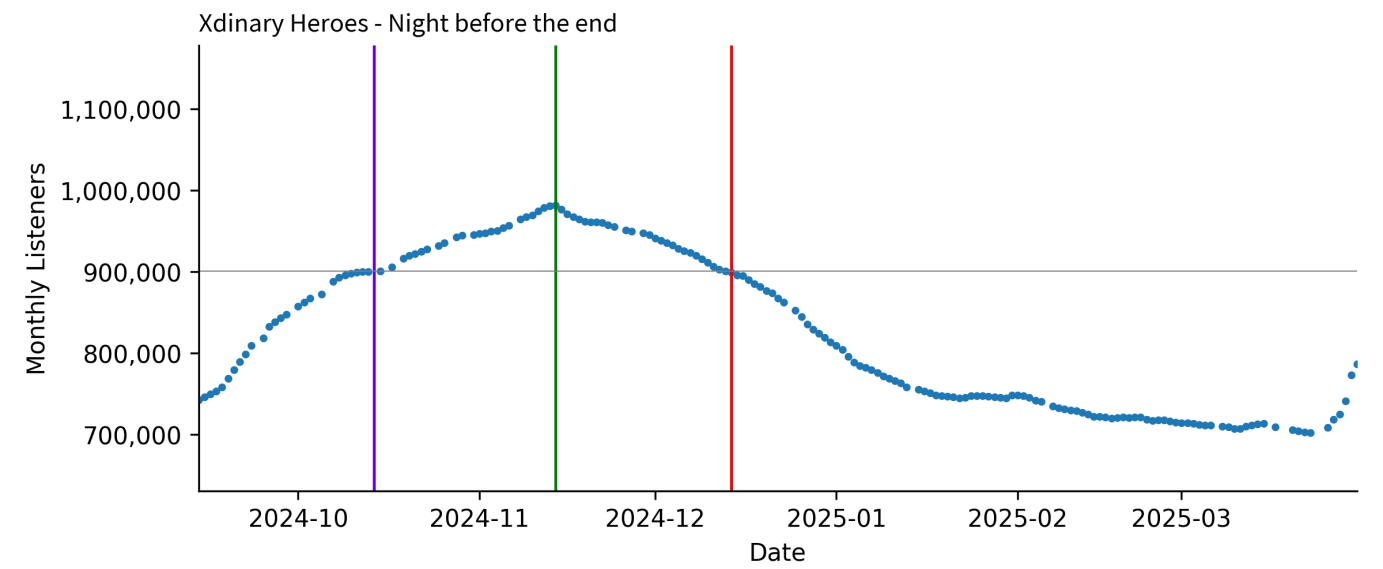


Figure 41: Monthly Listeners vs. Date

Days from comeback to peak

31

Increase in monthly listeners

81,118

Percentage increase in monthly listeners

9.01 %

Rank of days from comeback to peak

9 of 44

Rank of net increase

13 of 37

Rank of percentage increase

31 of 37

Days from comeback back to baseline

61

Total Rank

19 of 37

YENA

Comeback Date: 30 September 2024

Title Track: NEMONEMO

Peak Monthly Listeners: 1,479,421

ML Rank: # 8 of 44

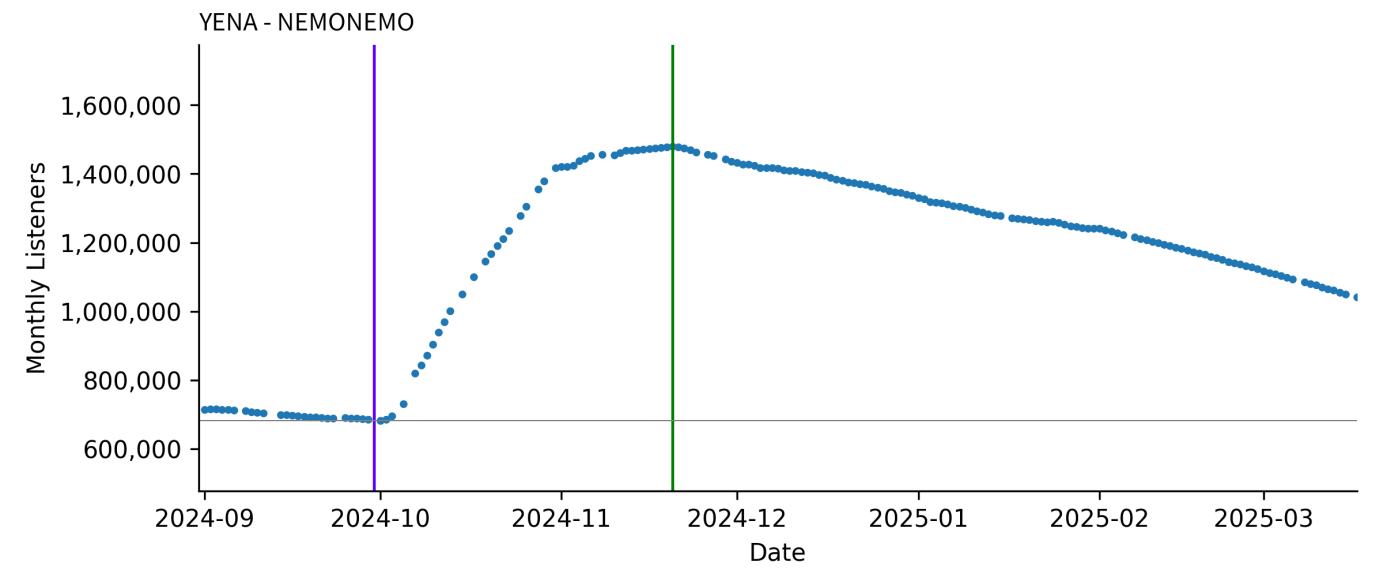


Figure 42: Monthly Listeners vs. Date

Days from comeback to peak

51

Increase in monthly listeners

798,072

Percentage increase in monthly listeners

117.13%

Rank of days from comeback to peak

7 of 44

Rank of net increase

6 of 37

Rank of percentage increase

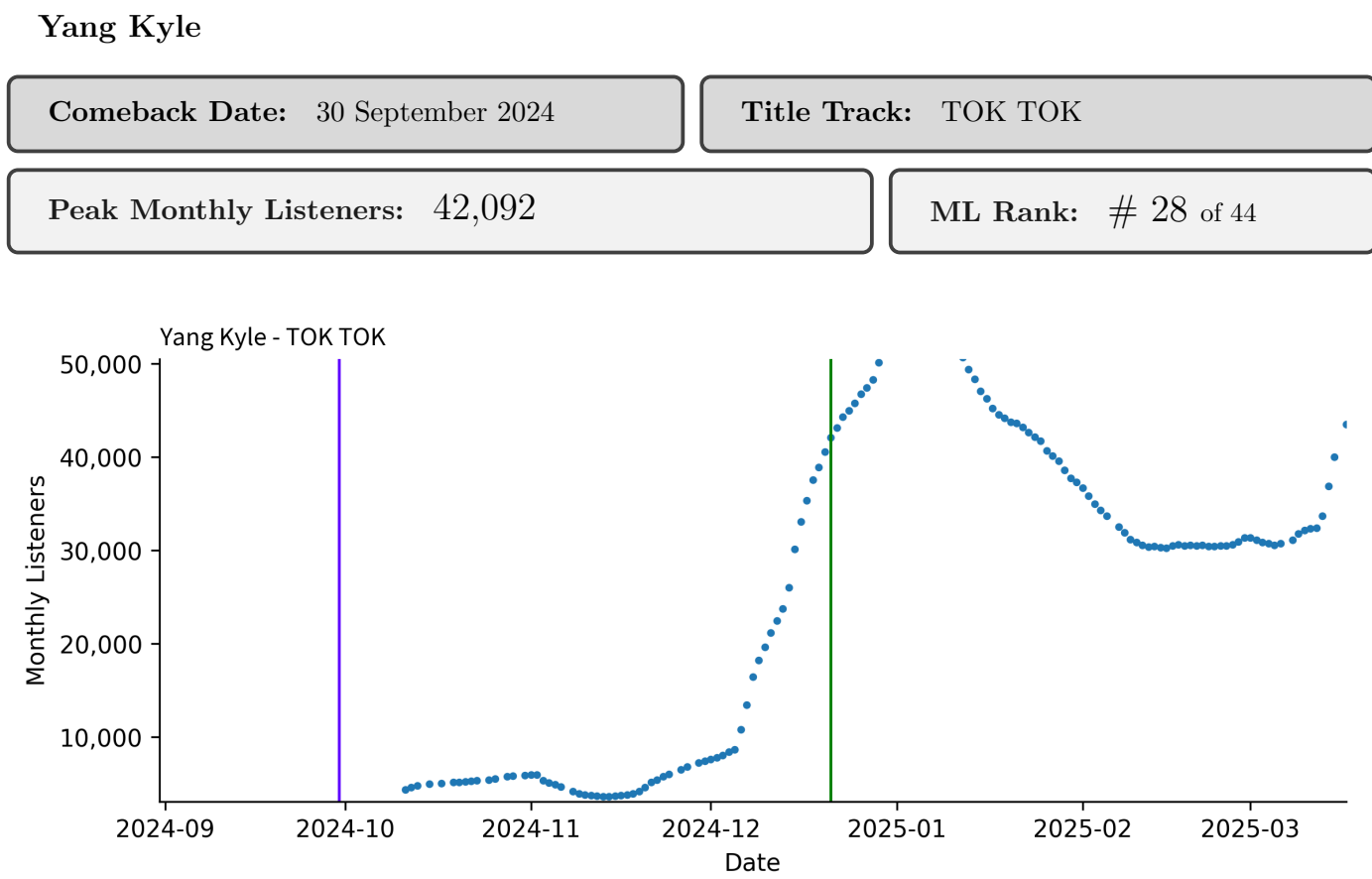
7 of 37

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

2 of 37



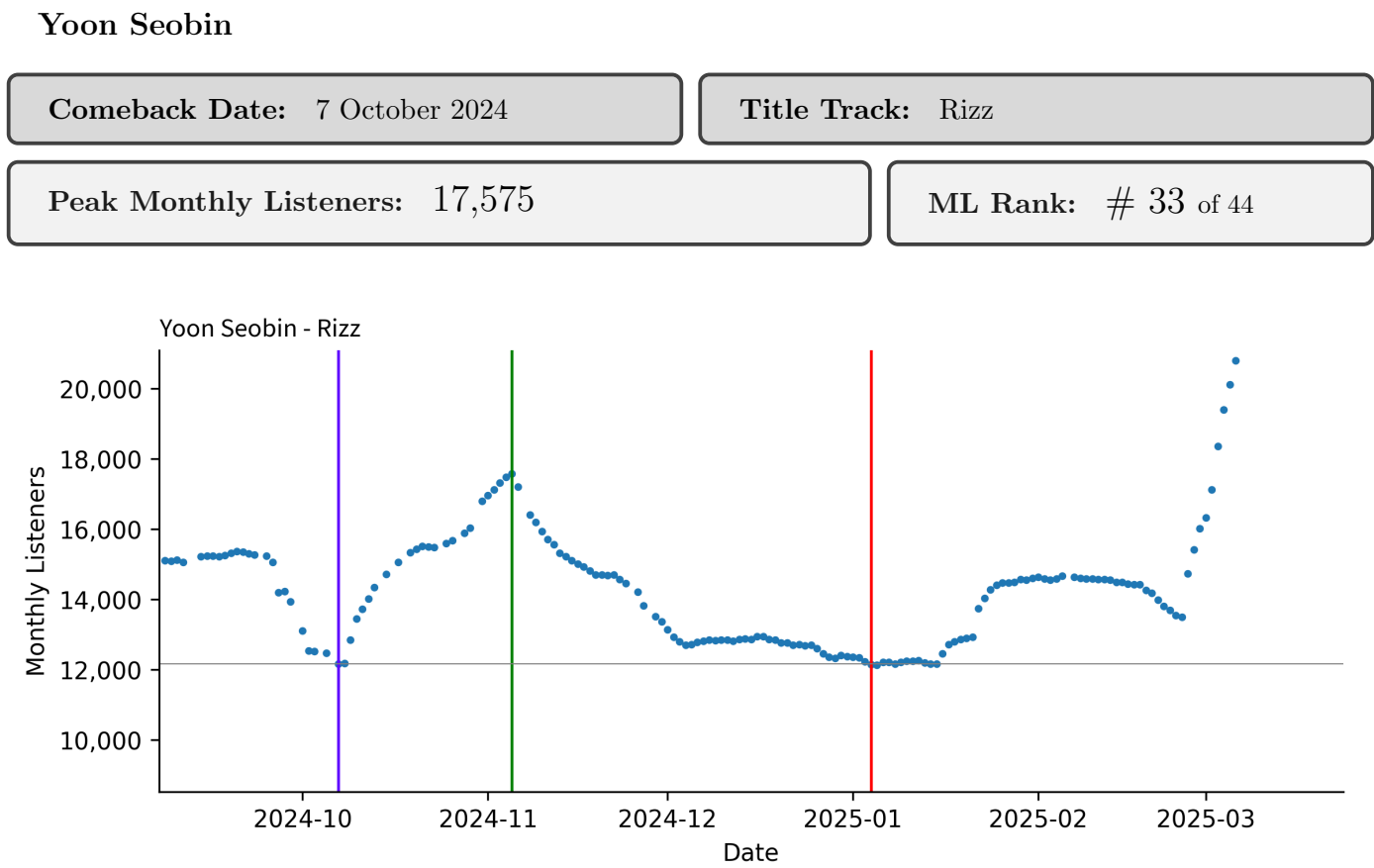


Figure 44: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	5,407	44.44 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 44	# 27 of 37	# 15 of 37
Days from comeback back to baseline	Total Rank	
89	# 21 of 37	

aespa

Comeback Date: 21 October 2024

Title Track: Whiplash

Peak Monthly Listeners: 13,739,202

ML Rank: # 2 of 44

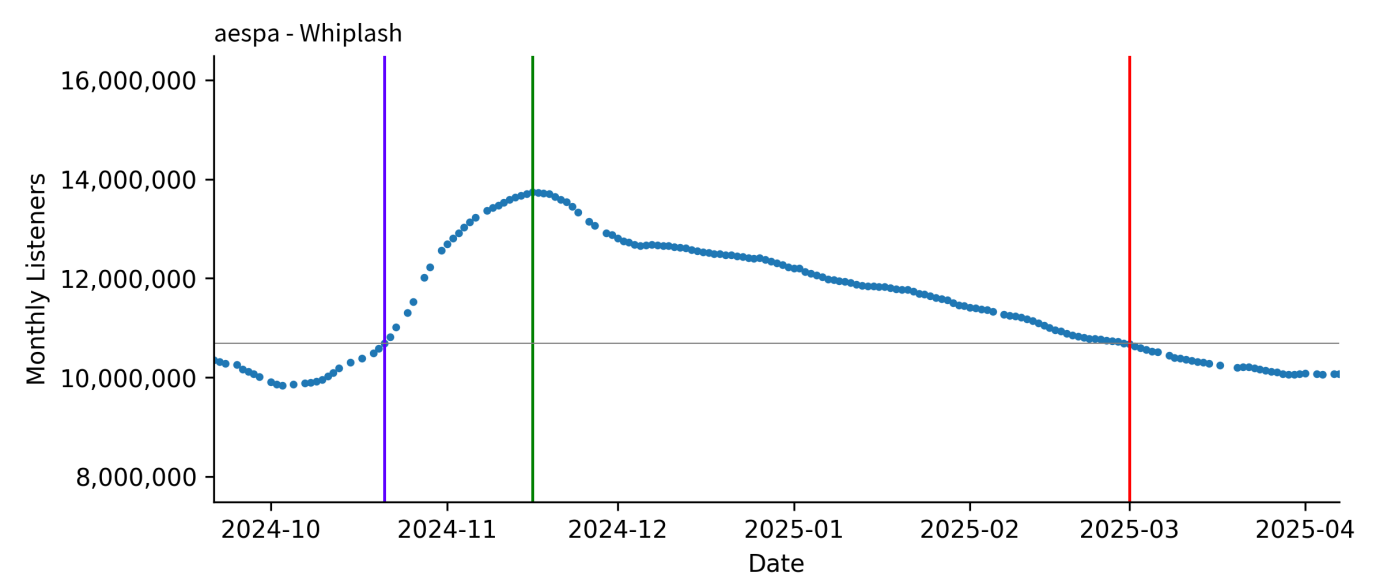


Figure 45: Monthly Listeners vs. Date

Days from comeback to peak

26

Increase in monthly listeners

3,046,147

Percentage increase in monthly listeners

28.49 %

Rank of days from comeback to peak

32 of 44

Rank of net increase

1 of 37

Rank of percentage increase

22 of 37

Days from comeback back to baseline

131

Total Rank

18 of 37

g0nny

Comeback Date: 23 October 2024

Title Track: Secret of Ours

Peak Monthly Listeners: 111,914

ML Rank: # 20 of 44

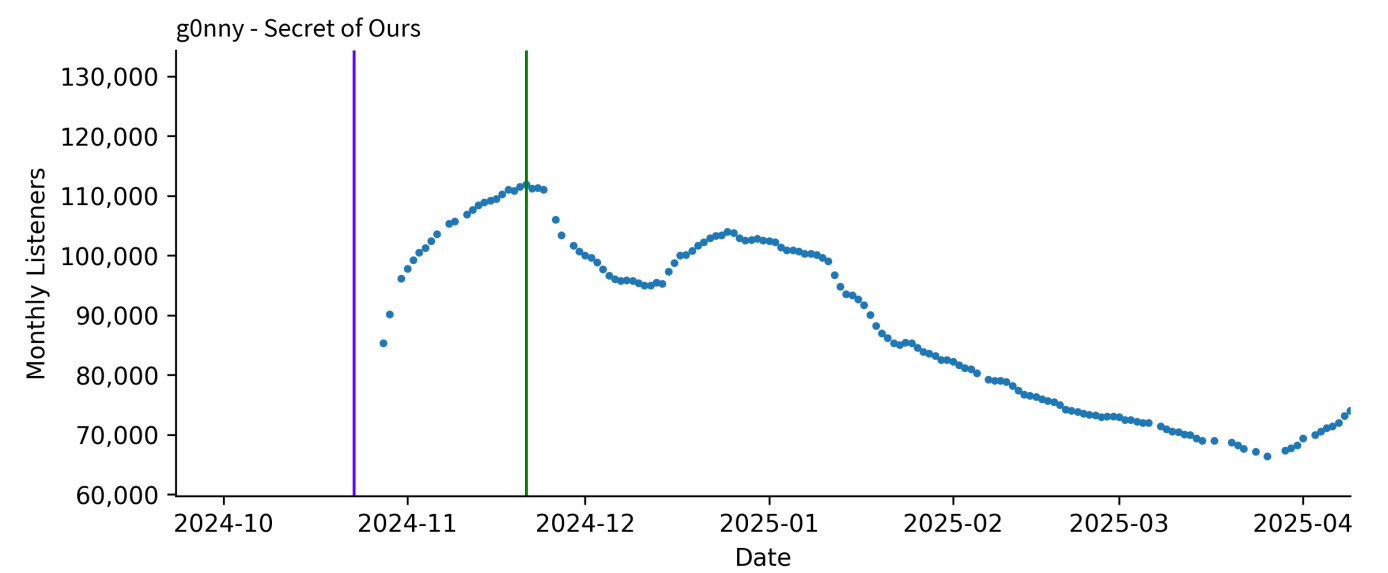


Figure 46: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	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
# 16 of 44	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	

5 Index: Total Rank

Total Rank	Artist	Page Link
1	82MAJOR	4.2
2	YENA	4.40
3	ONE PACT	4.23
4	KISS OF LIFE	4.19
4	ILLIT	4.14
6	Seventeen	4.28
7	ITZY	4.15
8	AMPERS&ONE	4.4
9	ASC2NT	4.5
9	TMC	4.34
11	Purple Kiss	4.25
12	The Wind	4.35
13	TIOT	4.33
13	DXMON	4.11
13	WHIB	4.38
16	DUSTIN	4.10
17	VANNER	4.36
18	aespa	4.43
19	Xdinary Heroes	4.39
20	NOMAD	4.22
21	Yoon Seobin	4.42
22	POW	4.24
23	Billie	4.7
24	Visionary Vision	4.37
25	Choi Suhwan	4.9
25	TEMPEST	4.32
27	Epex	4.13
28	AB6ix	4.3
29	3piece	4.1
30	Jay Park	4.18
31	DreamNote	4.12
32	JD1	4.16
32	Seoyoon	4.27
34	SUPER JUNIOR-D&E	4.26
35	Lucky PangPang	4.21
36	BEWAVE	4.6
37	Song Minkyung	4.30

6 Index: Net Increase

Rank	Artist	Net Increase	Page Link
1	aespa	3,046,147	4.43
2	ILLIT	2,614,182	4.14
3	Seventeen	1,796,515	4.28
4	KISS OF LIFE	1,780,971	4.19
5	ITZY	1,412,644	4.15
6	YENA	798,072	4.40
7	82MAJOR	202,880	4.2
8	Purple Kiss	164,813	4.25
9	Billlie	124,657	4.7
10	Visionary Vision	117,472	4.37
11	Jay Park	108,606	4.18
12	ONE PACT	105,926	4.23
13	Xdinary Heroes	81,118	4.39
14	AMPERS&ONE	44,951	4.4
15	AB6ix	40,788	4.3
16	The Wind	38,966	4.35
17	Epex	36,797	4.13
18	DXMON	35,015	4.11
19	POW	19,812	4.24
20	TIOT	19,663	4.33
21	VANNER	19,534	4.36
22	NOMAD	15,347	4.22
23	TEMPEST	14,795	4.32
24	WHIB	12,094	4.38
25	ASC2NT	7,859	4.5
26	DreamNote	5,747	4.12
27	Yoon Seobin	5,407	4.42
28	3piece	2,328	4.1
29	Choi Suhwan	2,043	4.9
30	JD1	1,794	4.16
31	SUPER JUNIOR-D&E	1,392	4.26
32	TMC	799	4.34
33	DUSTIN	614	4.10
34	Lucky PangPang	37	4.21
35	Seoyoon	21	4.27
36	BEWAVE	2	4.6
37	Song Minkyung	0	4.30

7 Index: Percentage Increase

Rank	Artist	Percent Increase	Page Link
1	82MAJOR	367.42%	4.2
2	ASC2NT	296.12%	4.5
3	TMC	228.94%	4.34
4	ONE PACT	210.20%	4.23
5	WHIB	141.33%	4.38
6	AMPERS&ONE	118.74%	4.4
7	YENA	117.13%	4.40
8	DUSTIN	114.34%	4.10
9	TIOT	106.96%	4.33
10	NOMAD	101.62%	4.22
11	DXMON	86.37%	4.11
12	3piece	76.00%	4.1
13	VANNER	73.50%	4.36
14	The Wind	68.67%	4.35
15	Yoon Seobin	44.44%	4.42
16	POW	43.25%	4.24
17	Purple Kiss	42.66%	4.25
18	ITZY	31.94%	4.15
19	Seventeen	31.36%	4.28
20	Epex	30.34%	4.13
21	Choi Suhwan	30.11%	4.9
22	aespa	28.49%	4.43
23	KISS OF LIFE	28.34%	4.19
24	ILLIT	26.26%	4.14
25	Billie	26.25%	4.7
26	AB6ix	20.89%	4.3
27	TEMPEST	19.01%	4.32
28	DreamNote	14.32%	4.12
29	Seoyoon	11.67%	4.27
30	Visionary Vision	10.85%	4.37
31	Xdinary Heroes	9.01%	4.39
32	JD1	8.92%	4.16
33	BEWAVE	4.44%	4.6
34	Jay Park	3.03%	4.18
35	Lucky PangPang	1.43%	4.21
36	SUPER JUNIOR-D&E	0.73%	4.26
37	Song Minkyung	0.00%	4.30

8 Index: Comeback to Max

Rank	Artist	Days	Page Link
1	Yang Kyle	82	4.41
2	KISS OF LIFE	79	4.19
3	ILLIT	61	4.14
3	TMC	61	4.34
5	DUSTIN	59	4.10
6	82MAJOR	54	4.2
7	YENA	51	4.40
8	Seventeen	32	4.28
9	ITZY	31	4.15
9	ShinYu	31	4.29
9	Xdinary Heroes	31	4.39
12	ASC2NT	30	4.5
12	The Wind	30	4.35
12	JENNIE	30	4.17
12	ONE PACT	30	4.23
16	AMPERS&ONE	29	4.4
16	WHIB	29	4.38
16	TEMPEST	29	4.32
16	Sphaze	29	4.31
16	CNBLUE	29	4.8
16	DXMON	29	4.11
16	LEE CHANGSUB	29	4.20
16	g0nny	29	4.44
16	VANNER	29	4.36
16	TIOT	29	4.33
16	Yoon Seobin	29	4.42
16	Purple Kiss	29	4.25
16	Choi Suhwan	29	4.9
29	NOMAD	28	4.22
29	Visionary Vision	28	4.37
31	POW	27	4.24
32	aespa	26	4.43
33	Billlie	24	4.7
34	AB6ix	22	4.3
34	Epex	22	4.13
36	3piece	21	4.1
37	DreamNote	16	4.12
38	Jay Park	14	4.18
38	Seoyoon	14	4.27
40	JD1	11	4.16
41	SUPER JUNIOR-D&E	7	4.26
42	Lucky PangPang	4	4.21
43	BEWAVE	2	4.6
44	Song Minkyung	1	4.30

9 Index: Maximum

Rank	Artist	Maximum	Page Link
1	JENNIE	39,567,837	4.17
2	aespa	13,739,202	4.43
3	ILLIT	12,569,203	4.14
4	KISS OF LIFE	8,065,384	4.19
5	Seventeen	7,524,389	4.28
6	ITZY	5,835,923	4.15
7	Jay Park	3,691,058	4.18
8	YENA	1,479,421	4.40
9	Visionary Vision	1,200,130	4.37
10	Xdinary Heroes	981,875	4.39
11	Billie	599,500	4.7
12	Purple Kiss	551,143	4.25
13	CNBLUE	545,580	4.8
14	82MAJOR	258,097	4.2
15	AB6ix	236,001	4.3
16	SUPER JUNIOR-D&E	191,011	4.26
17	LEE CHANGSUB	173,601	4.20
18	Epex	158,091	4.13
19	ONE PACT	156,318	4.23
20	g0nny	111,914	4.44
21	The Wind	95,708	4.35
22	TEMPEST	92,638	4.32
23	AMPERS&ONE	82,808	4.4
24	DXMON	75,554	4.11
25	POW	65,622	4.24
26	VANNER	46,111	4.36
27	DreamNote	45,889	4.12
28	Yang Kyle	42,092	4.41
29	TIOT	38,046	4.33
30	NOMAD	30,449	4.22
31	JD1	21,915	4.16
32	WHIB	20,651	4.38
33	Yoon Seobin	17,575	4.42
34	ASC2NT	10,513	4.5
35	Choi Suhwan	8,829	4.9
36	3piece	5,391	4.1
37	ShinYu	3,744	4.29
38	Lucky PangPang	2,620	4.21
39	Sphaze	1,599	4.31
40	Song Minkyung	1,194	4.30
41	DUSTIN	1,151	4.10
42	TMC	1,148	4.34
43	Seoyoon	201	4.27
44	BEWAVE	47	4.6