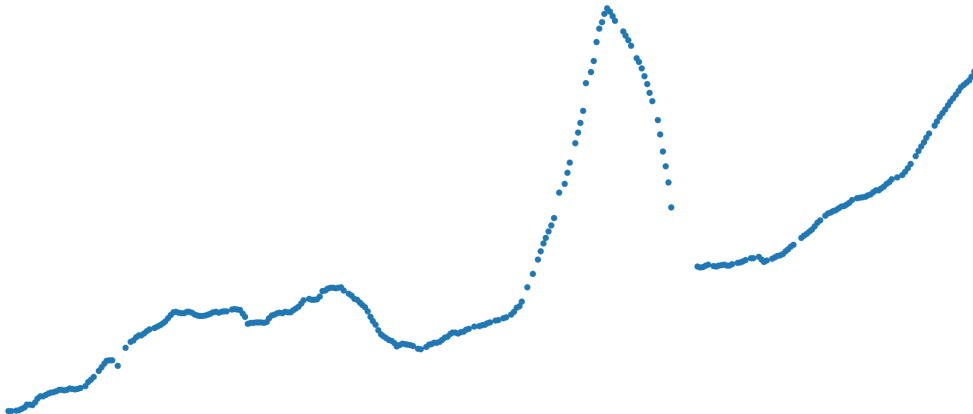


Monthly Comeback Review

Based on Kpop Music Show Appearances
and Monthly Spotify Listeners

SEPTEMBER 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

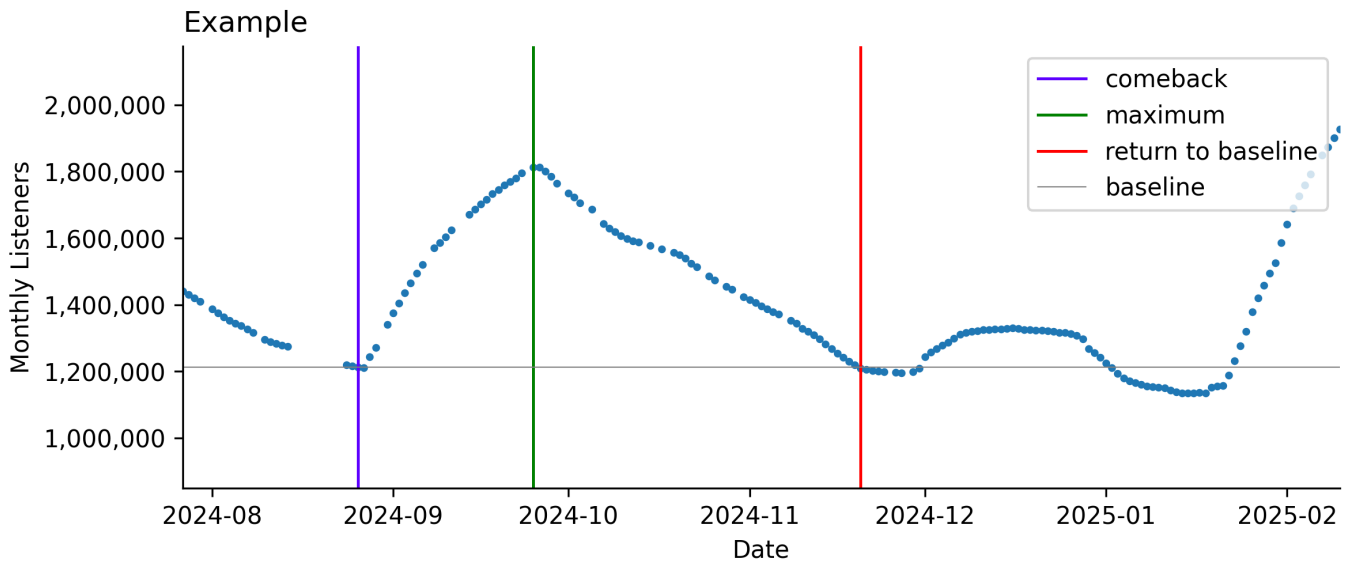


Figure 1: Example chart with legend

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.
- **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 September of 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 September 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

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.

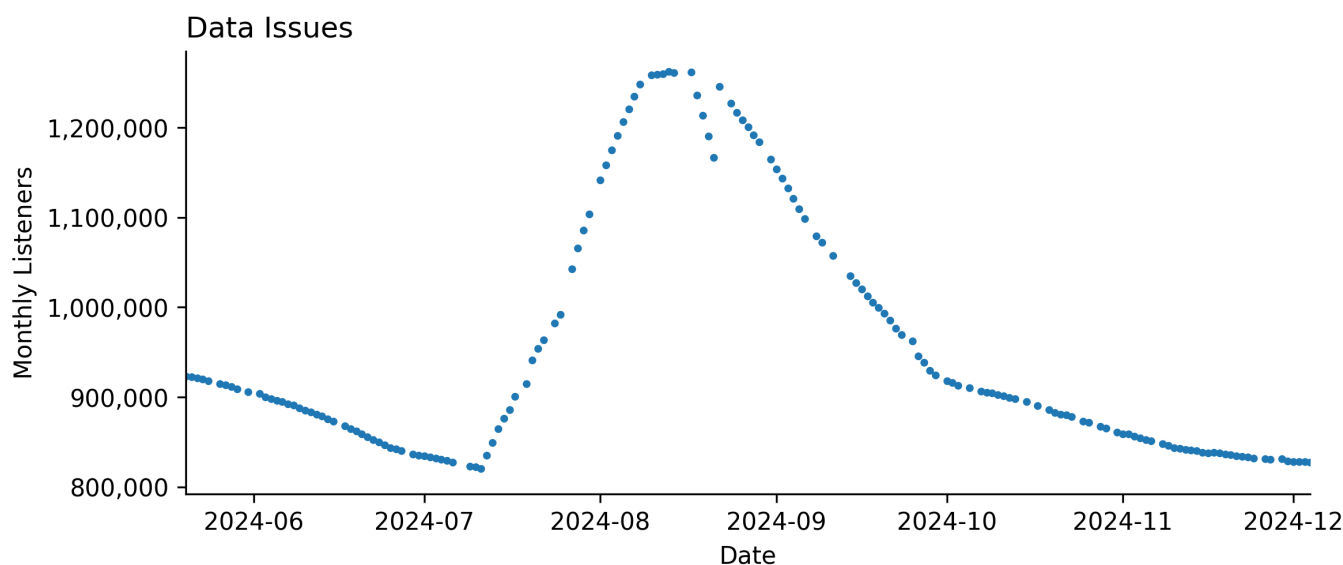


Figure 2: Data set graphed with August anomaly included

New Additions Issue

September saw personal data collection issues. Several new additions were documented extremely late, thus causing more comebacks than usual to be missing more than the first two weeks of data. These comebacks could thus not be graphed, and are represented in section 3, which is as a result considerably longer than usual.

2 Debuts

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

GENBLUE: Debuted 2 September 2024 with **COCOCO**

KATSEYE: Debuted 26 July 2024 with **Touch**

MADEIN: Debuted 3 September 2024 with **UNO**

MEOVV: Debuted 6 September 2024 with **MEOW**

Tzuyu: Debuted 6 September 2024 with **Run Away**

Jinho: Debuted 19 September 2024 with **Goodbye With You**

KiMMi: Debuted 10 August 2024 with **SOMETHING**

YEONJUN: Debuted 19 September 2024 with **GGUM**

gen1es: Debuted 22 August 2024 with **Hourglass**

3 Comebacks with Insufficient Data

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

Kim Bomin: Came back 25 September 2024 with **IJENA-JEOJENA**

AEONIT: Came back 28 August 2024 with **LUMOS**

Bok Jieun: Came back 5 October 2024 with **Happy Ending**

FIESTAR: Came back 31 August 2024 with **You're pitiful (2024 ver.)**

Gypsy Wanderlust: Came back 13 October 2023 with **Alley Cat**

J Black J Pink: Came back 11 September 2024 with **Like This**

JEON WOONG: Came back 14 August 2024 with **Just do it!**

KIM sung myun: Came back 23 September 2024 with **Loved until it hurt..: Those days in a song**

Kim Heejin: Came back 2 October 2024 with **GIVE IT TO ME**

Lee Jegyu: Came back 1 May 2024 with **Lazybone (Prod.Gwana)**

OU:RE: Came back 24 September 2024 with **City City**

Park Hyunho: Came back 9 September 2024 with **Love comes silently**

SIHO: Came back 8 December 2023 with **Paper Plane**

Seo Jiho: Came back 9 July 2023 with **WABA**

cleo: Came back 2 September 2024 with **You're Mine**

nov: Came back 12 June 2024 with **Still the Same**

Go Jeongwoo: Came back in September, but had no Spotify release for **Let's love healthily**

4 Graphed Comebacks

BAEKHYUN

Comeback Date: 6 September 2024

Title Track: Pineapple Slice

Peak Monthly Listeners: 3,304,572

ML Rank: # 3 of 23

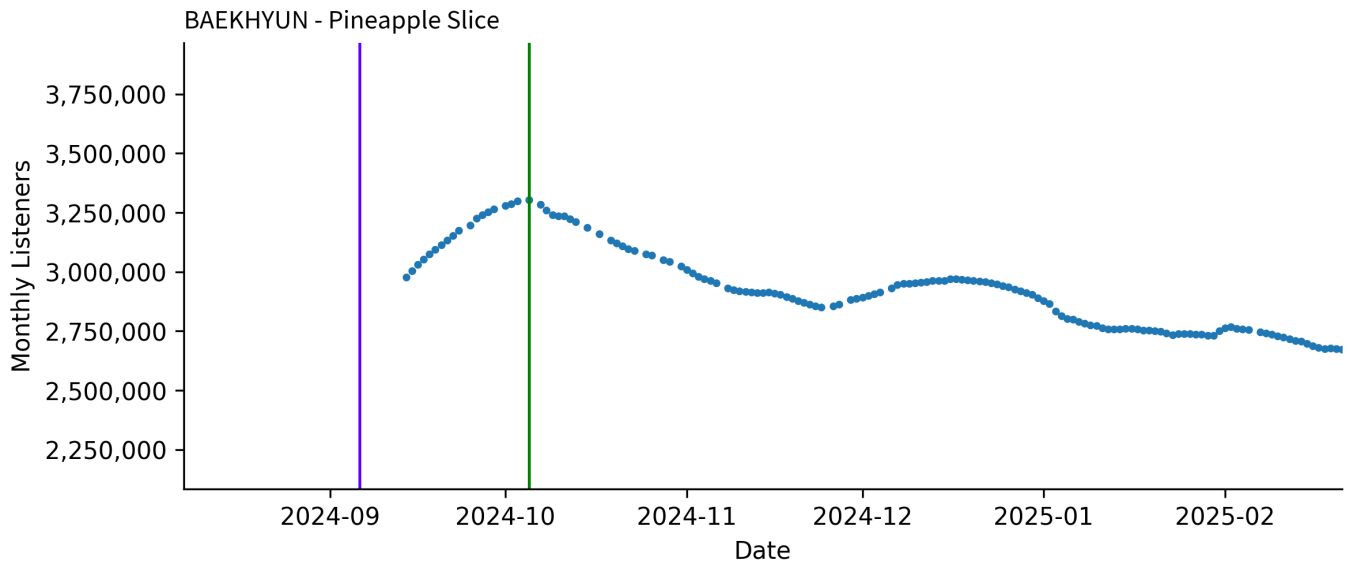


Figure 3: Monthly Listeners vs. Date

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
# 9 of 23	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	

BOYNEXTDOOR

Comeback Date: 9 September 2024

Title Track: Nice Guy

Peak Monthly Listeners: 2,767,550

ML Rank: # 4 of 23

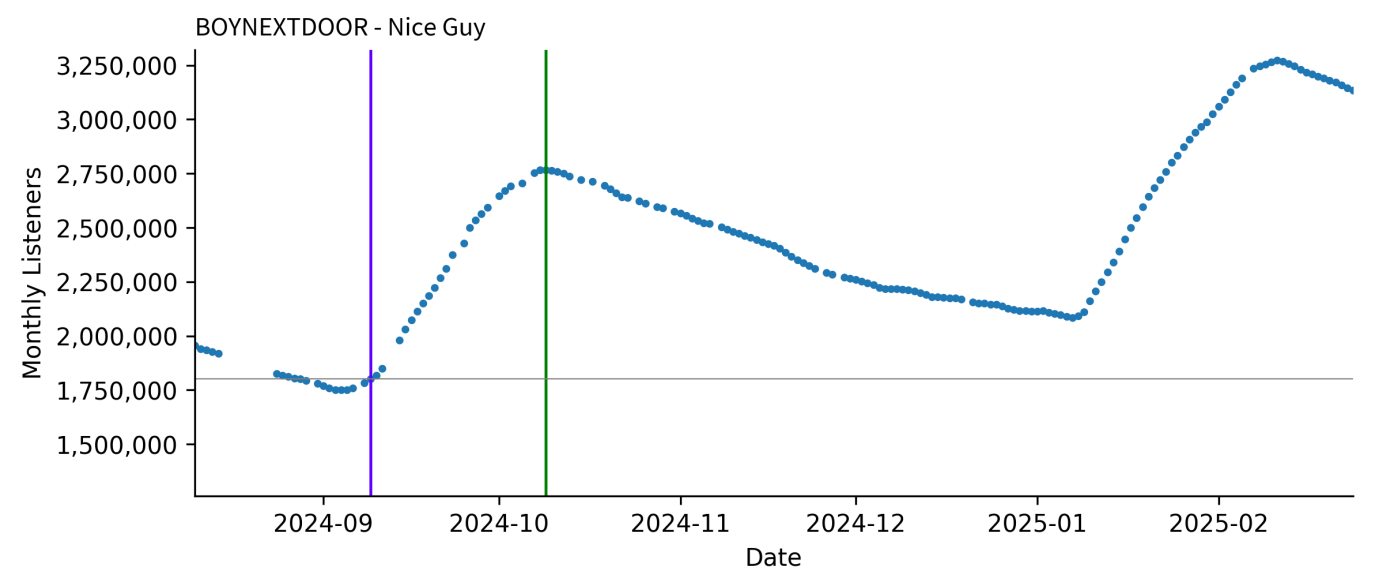


Figure 4: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
30	966,891	53.7 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 6 of 23	# 1 of 21	# 8 of 21
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 4 of 21	

DAY6

Comeback Date: 2 September 2024

Title Track: Melt Down

Peak Monthly Listeners: 2,634,981

ML Rank: # 5 of 23

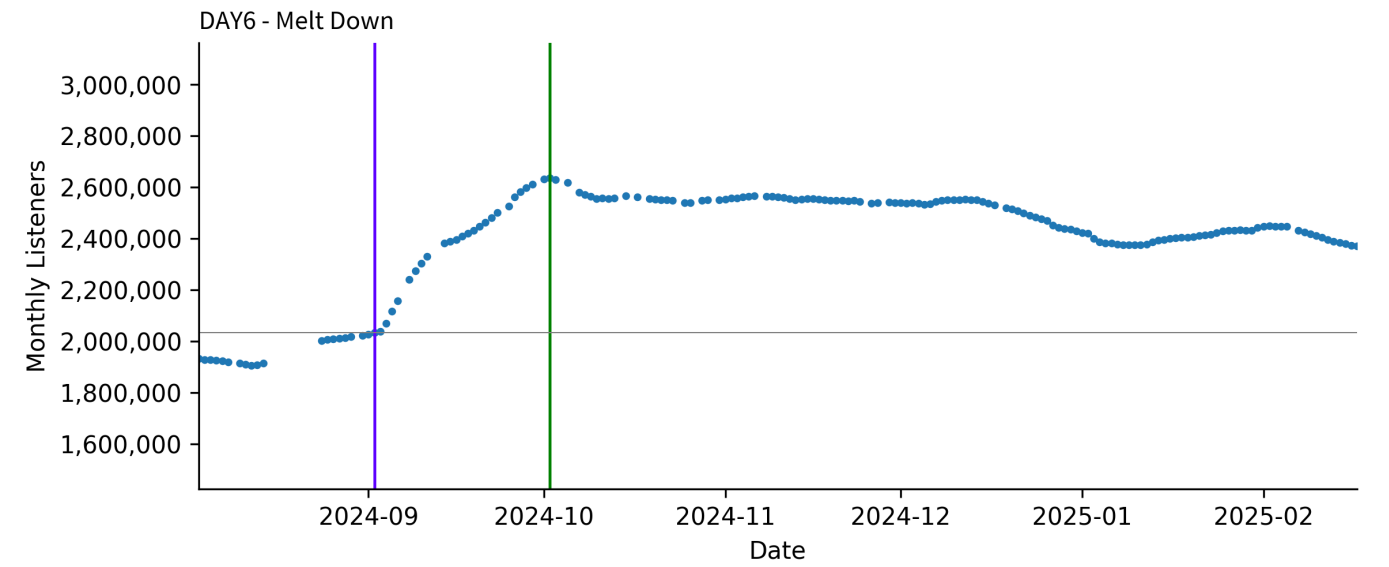


Figure 5: Monthly Listeners vs. Date

Days from comeback to peak

30

Increase in monthly listeners

601,519

Percentage increase in monthly listeners

29.58 %

Rank of days from comeback to peak

6 of 23

Rank of net increase

4 of 21

Rank of percentage increase

14 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

7 of 21

FIFTY FIFTY

Comeback Date: 20 September 2024

Title Track: SOS

Peak Monthly Listeners: 8,972,647

ML Rank: # 1 of 23

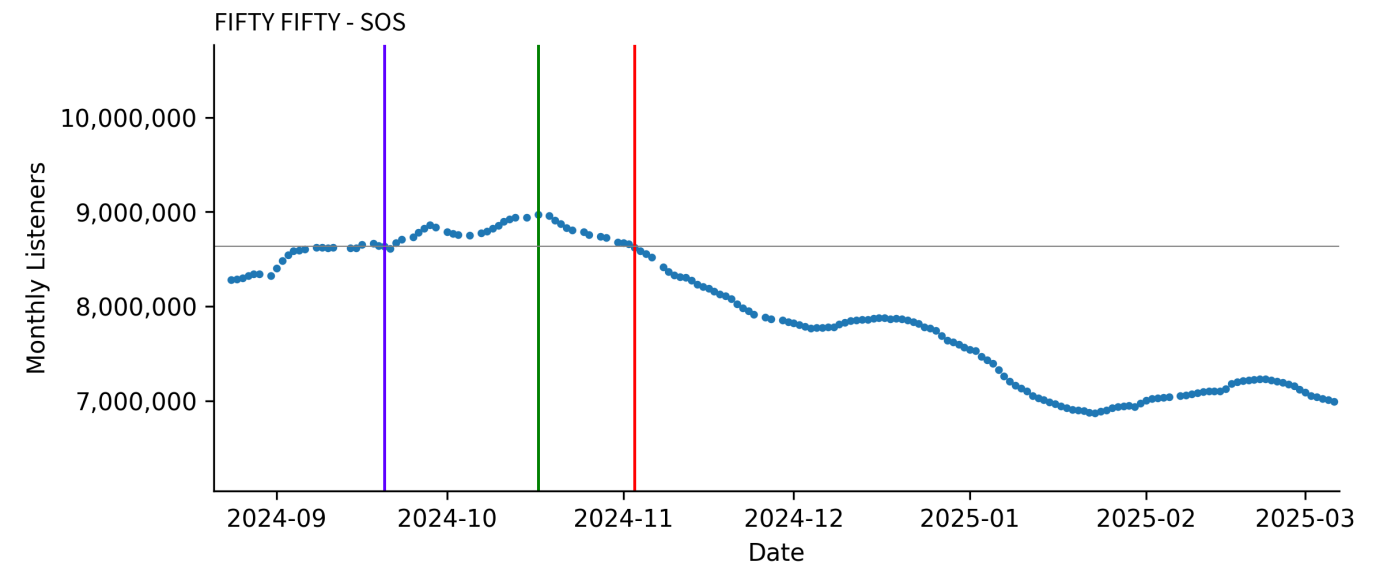


Figure 6: Monthly Listeners vs. Date

Days from comeback to peak

27

Increase in monthly listeners

339,183

Percentage increase in monthly listeners

3.93 %

Rank of days from comeback to peak

17 of 23

Rank of net increase

7 of 21

Rank of percentage increase

19 of 21

Days from comeback back to baseline

44

Total Rank

15 of 21

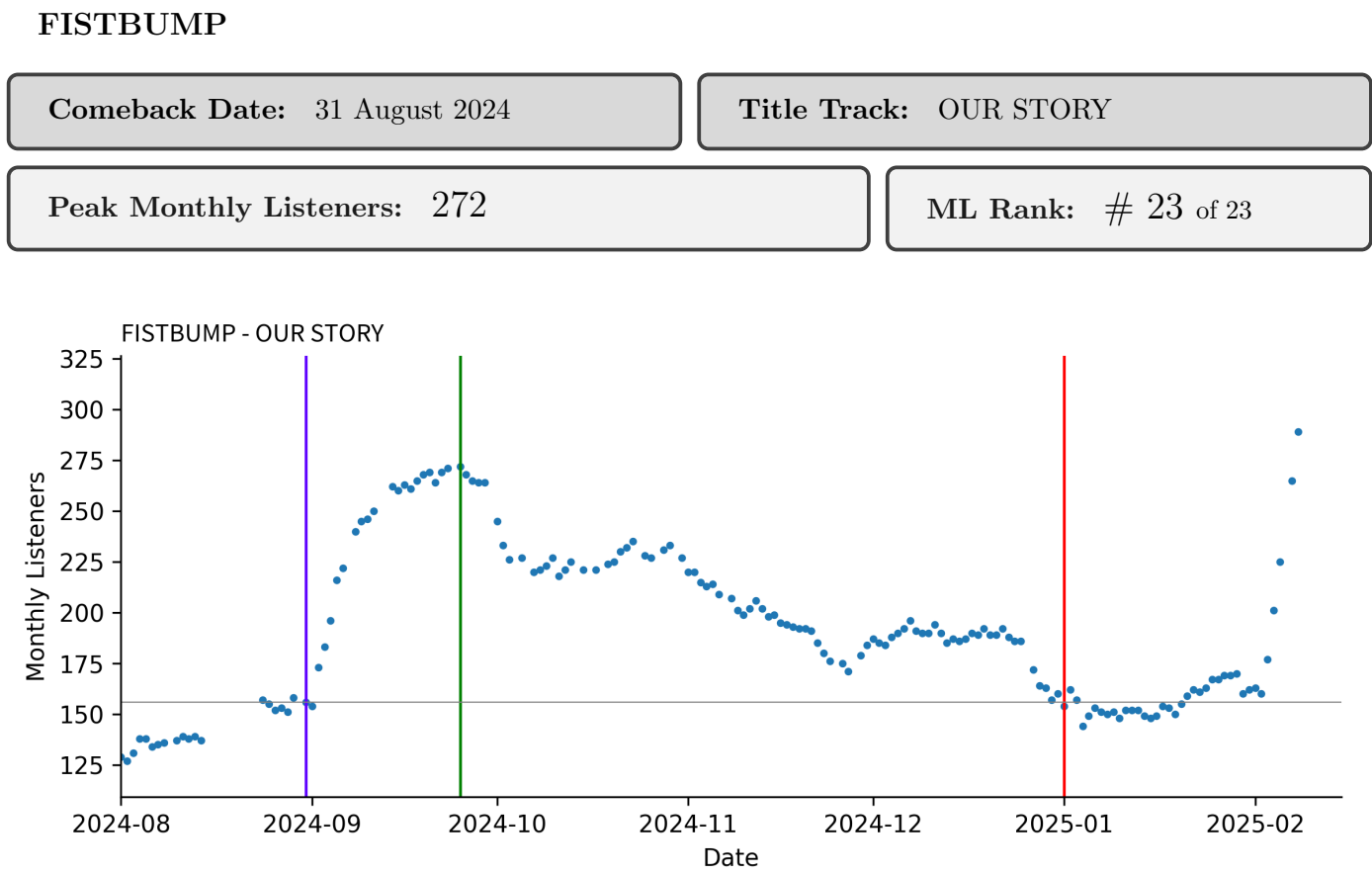


Figure 7: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
25	116	74.36 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 19 of 23	# 20 of 21	# 6 of 21
Days from comeback back to baseline	Total Rank	
123	# 18 of 21	

HWASA

Comeback Date: 19 September 2024

Title Track: Na

Peak Monthly Listeners: 3,450,110

ML Rank: # 2 of 23

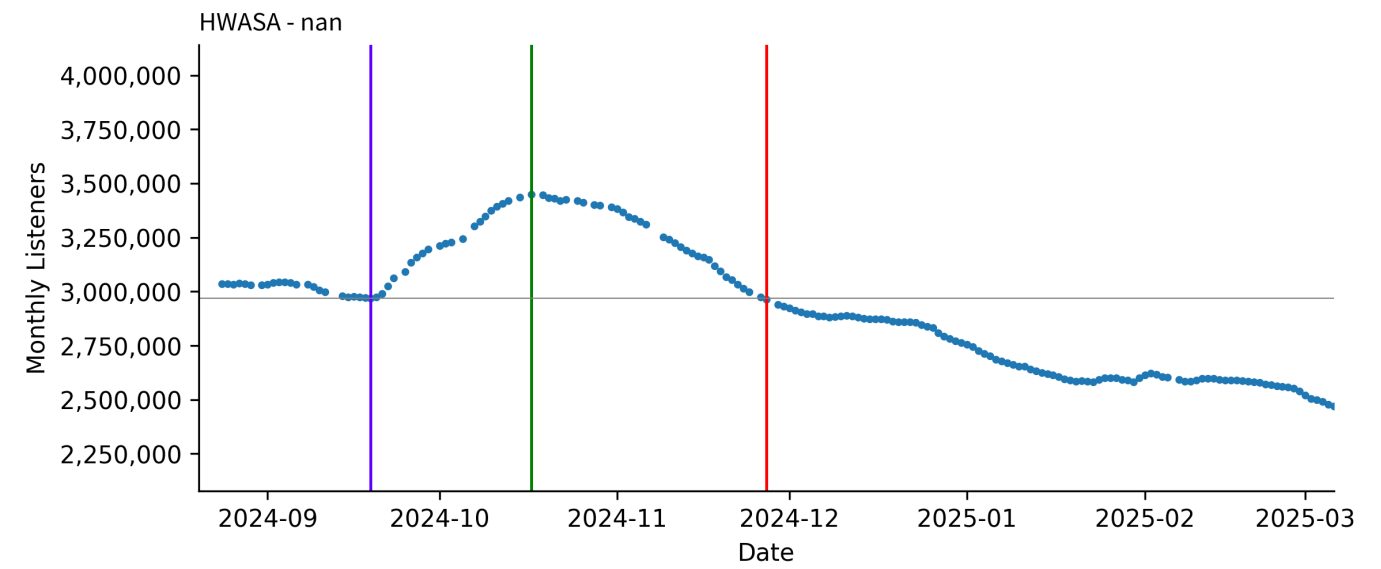


Figure 8: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
28	482,513	16.26 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 16 of 23	# 5 of 21	# 15 of 21
Days from comeback back to baseline	Total Rank	
69	# 13 of 21	

Hori7on

Comeback Date: 13 August 2024

Title Track: SUMAYAW SUMUNOD

Peak Monthly Listeners: 42,733

ML Rank: # 19 of 23

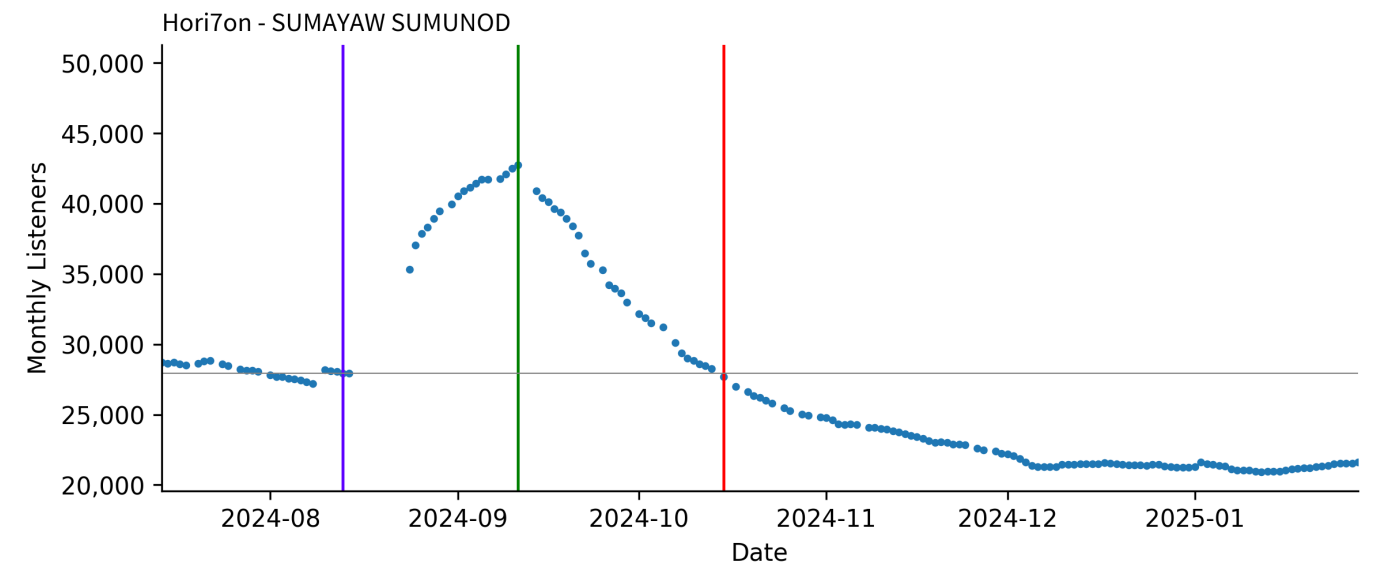


Figure 9: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	14,787	52.91 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 23	# 16 of 21	# 9 of 21
Days from comeback back to baseline	Total Rank	
63	# 12 of 21	

Kang Daniel

Comeback Date: 23 September 2024

Title Track: Electric Shock

Peak Monthly Listeners: 478,884

ML Rank: # 11 of 23

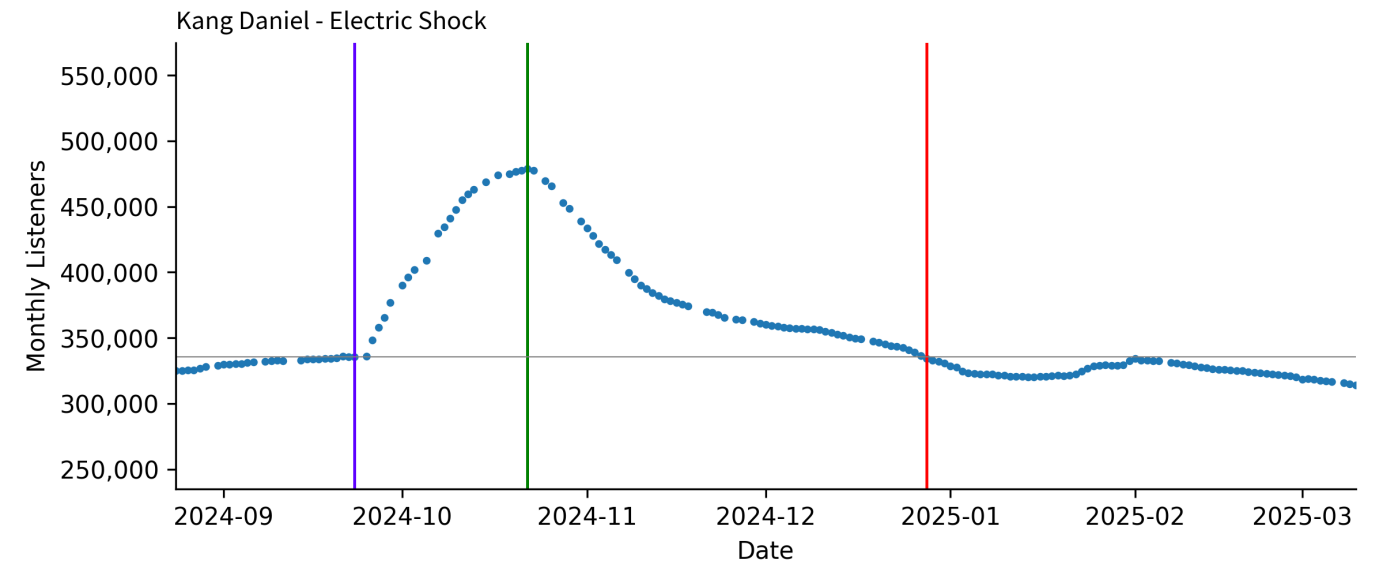


Figure 10: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

143,376

Percentage increase in monthly listeners

42.73 %

Rank of days from comeback to peak

9 of 23

Rank of net increase

10 of 21

Rank of percentage increase

10 of 21

Days from comeback back to baseline

96

Total Rank

10 of 21

Key

Comeback Date: 23 September 2024

Title Track: Pleasure Shop

Peak Monthly Listeners: 895,099

ML Rank: # 8 of 23

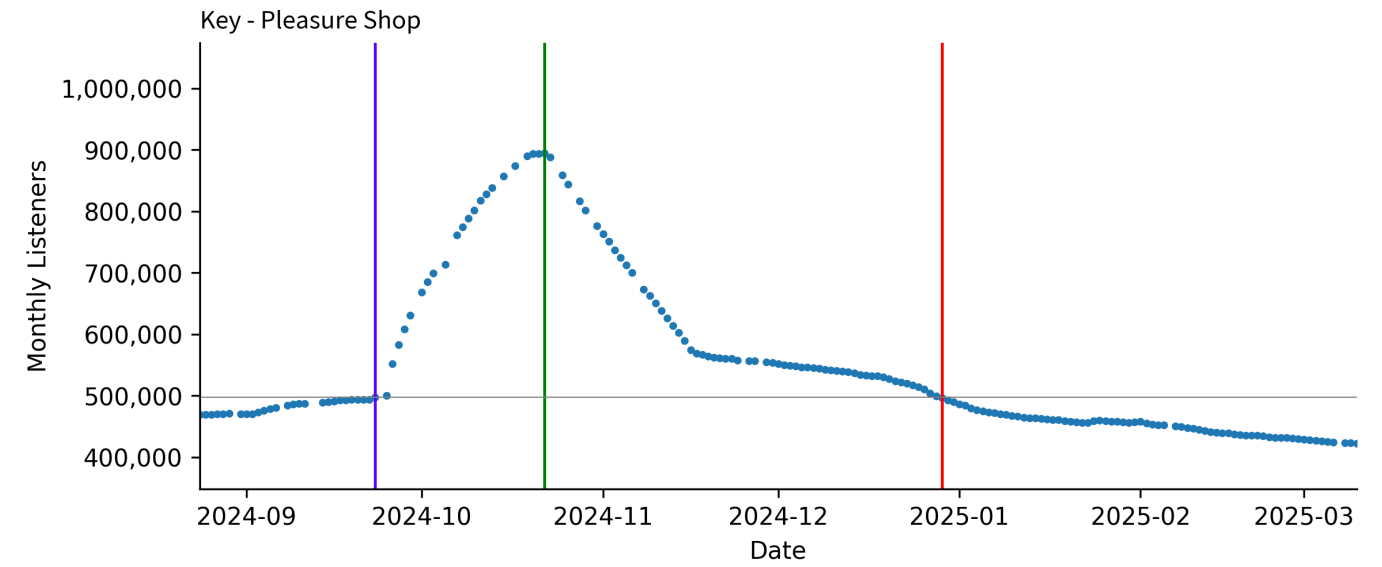


Figure 11: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	398,025	80.07 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 23	# 6 of 21	# 5 of 21
Days from comeback back to baseline	Total Rank	
97	# 6 of 21	

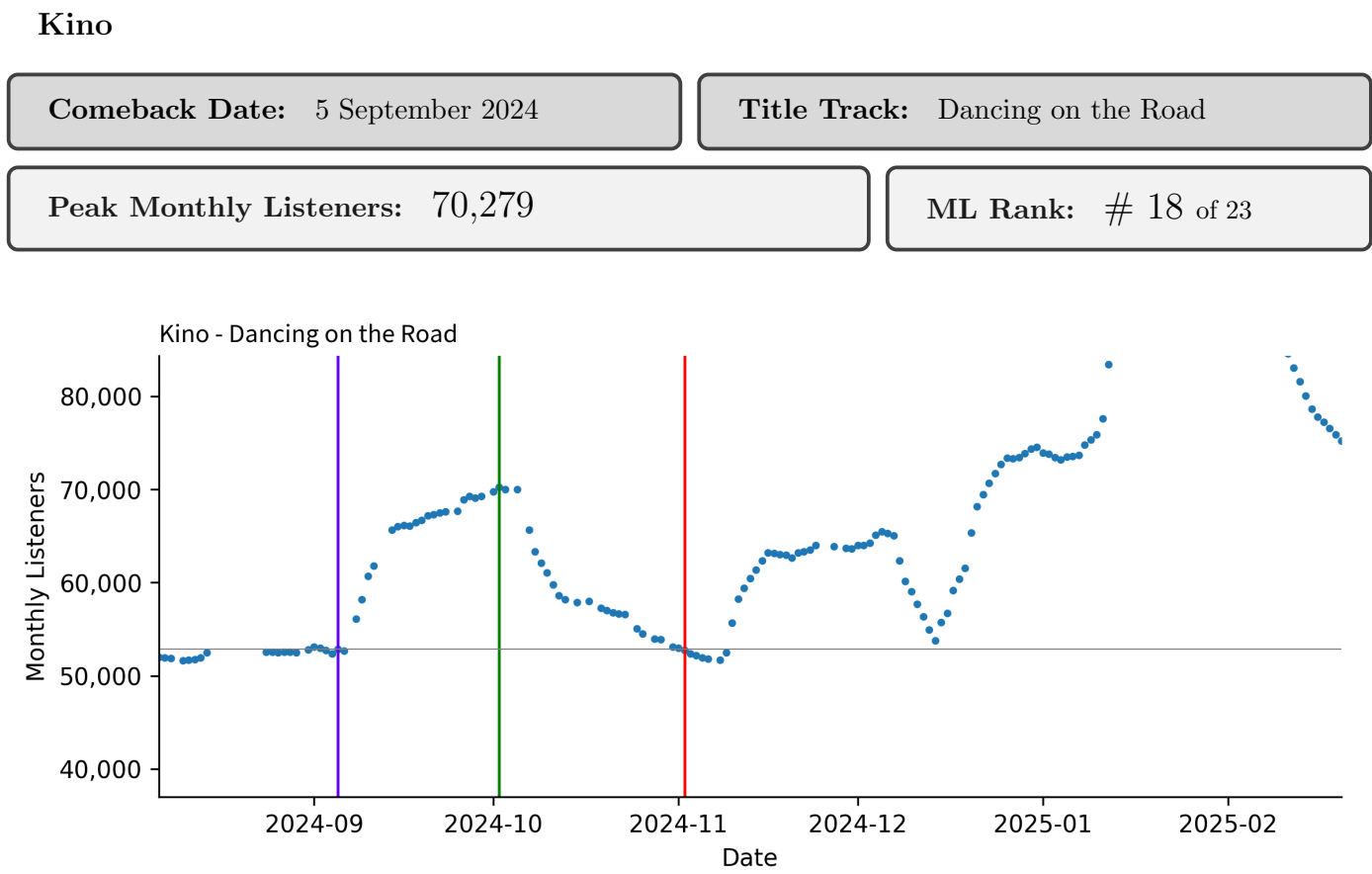


Figure 12: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
27	17,438	33.0 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 17 of 23	# 14 of 21	# 13 of 21
Days from comeback back to baseline	Total Rank	
58	# 17 of 21	

NCT WISH

Comeback Date: 24 September 2024

Title Track: STEADY

Peak Monthly Listeners: 563,582

ML Rank: # 10 of 23

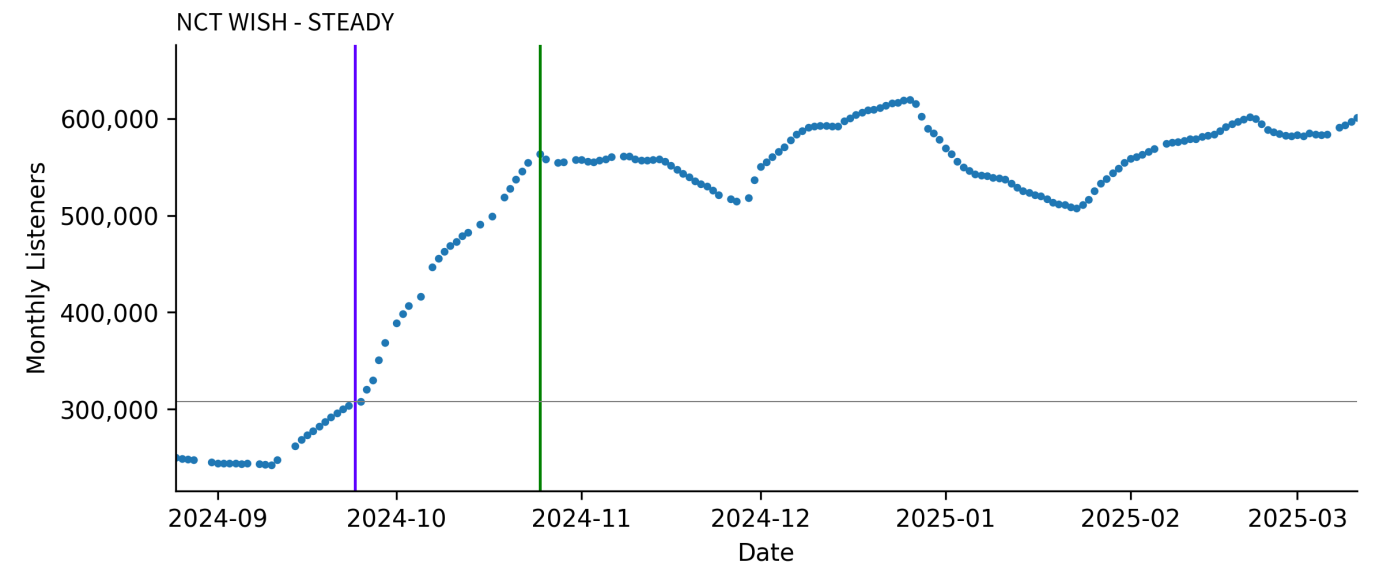


Figure 13: Monthly Listeners vs. Date

Days from comeback to peak

31

Rank of days from comeback to peak

5 of 23

Days from comeback back to baseline

Maintained monthly listeners for observed period

Increase in monthly listeners

256,108

Rank of net increase

8 of 21

Percentage increase in monthly listeners

83.29 %

Rank of percentage increase

4 of 21

Total Rank

5 of 21

NOWZ

Comeback Date: 27 August 2024

Title Track: Why Not?

Peak Monthly Listeners: 38,736

ML Rank: # 20 of 23

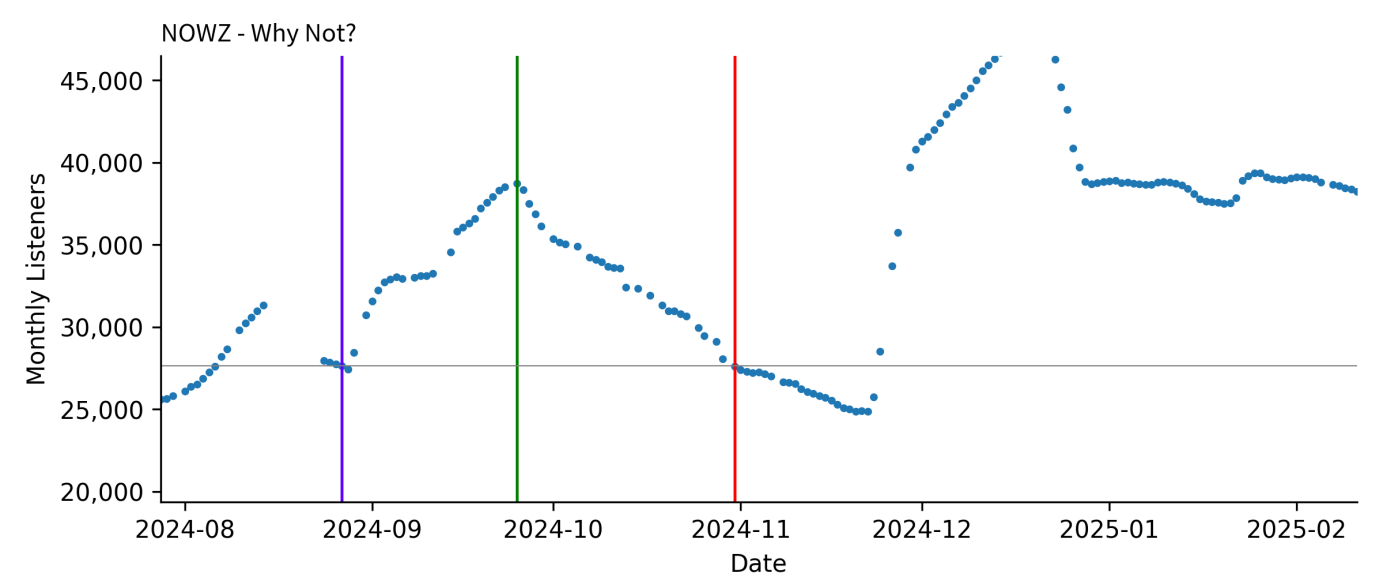


Figure 14: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

11,093

Percentage increase in monthly listeners

40.13 %

Rank of days from comeback to peak

9 of 23

Rank of net increase

18 of 21

Rank of percentage increase

11 of 21

Days from comeback back to baseline

65

Total Rank

14 of 21

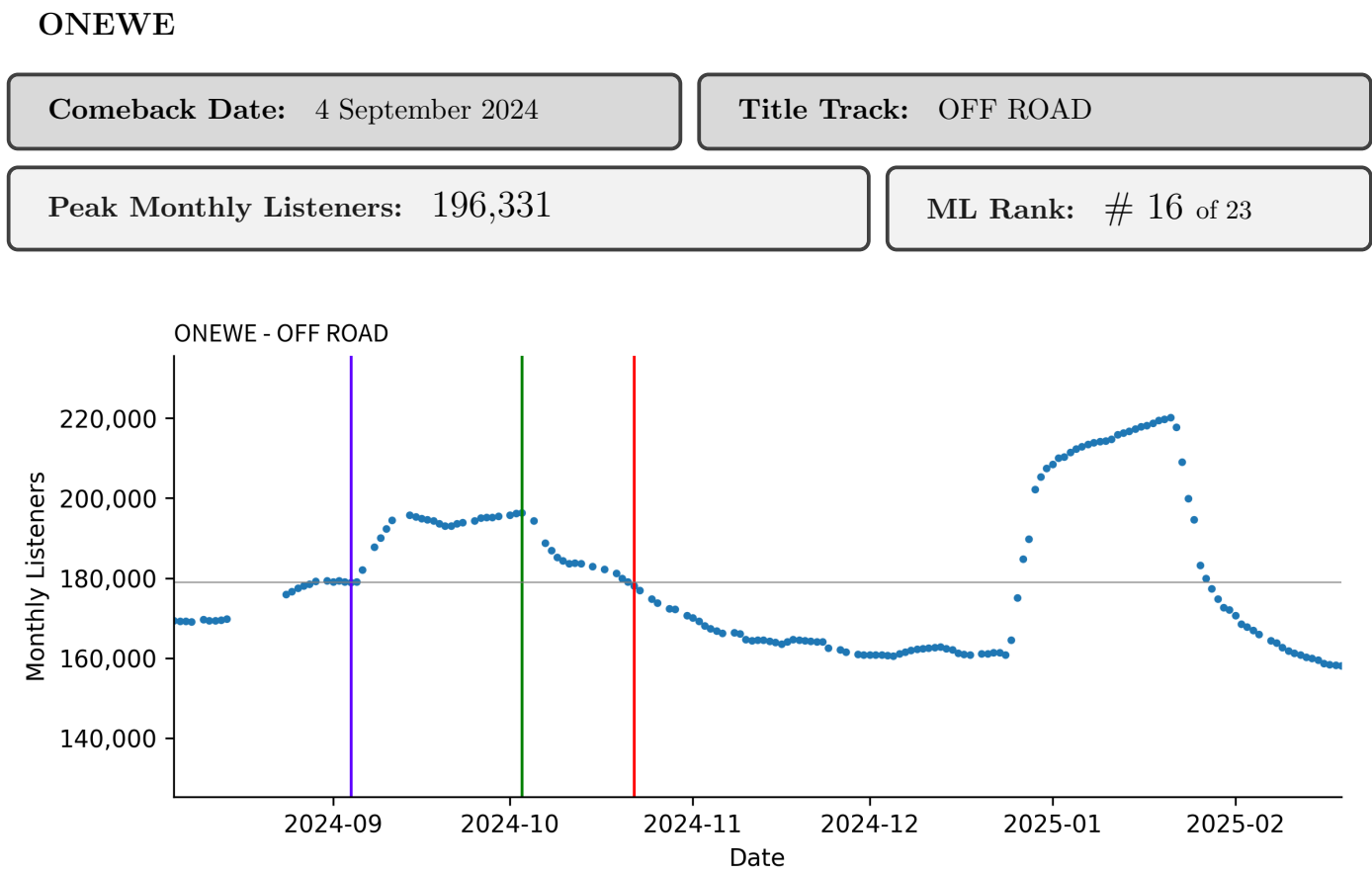


Figure 15: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
29	17,373	9.71 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 9 of 23	# 15 of 21	# 18 of 21
Days from comeback back to baseline	Total Rank	
48	# 15 of 21	

P1Harmony

Comeback Date: 20 September 2024

Title Track: SAD SONG

Peak Monthly Listeners: 1,942,330

ML Rank: # 6 of 23

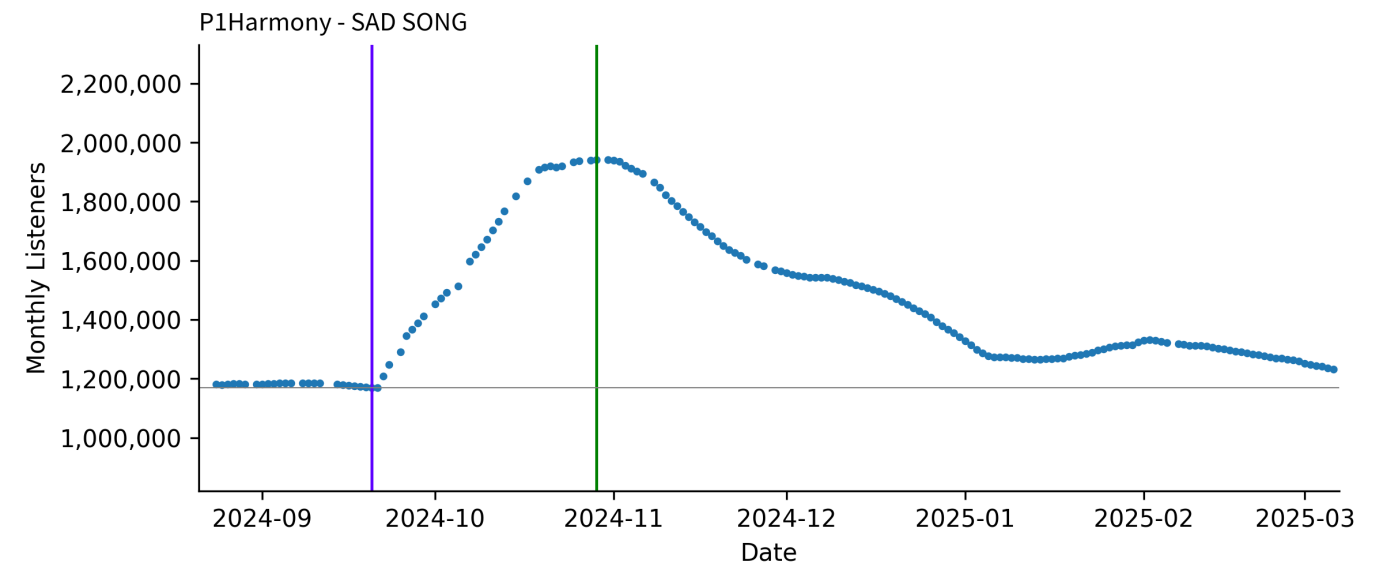


Figure 16: Monthly Listeners vs. Date

Days from comeback to peak

39

Increase in monthly listeners

772,597

Percentage increase in monthly listeners

66.05 %

Rank of days from comeback to peak

4 of 23

Rank of net increase

2 of 21

Rank of percentage increase

7 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

3 of 21

Pagaehun

Comeback Date: 22 September 2024

Title Track: Pre-exam

Peak Monthly Listeners: 220,813

ML Rank: # 15 of 23

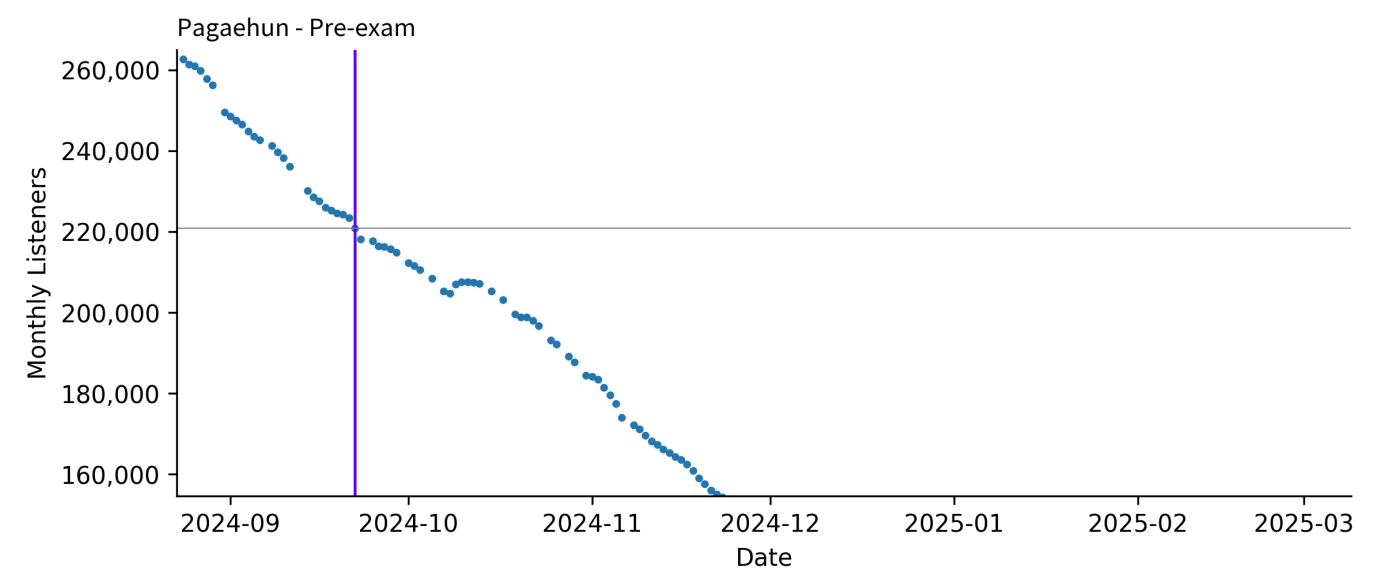


Figure 17: Monthly Listeners vs. Date

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
# 23 of 23	# 21 of 21	# 21 of 21
Days from comeback back to baseline	Total Rank	
0	# 21 of 21	

So Soobin

Comeback Date: 5 September 2024

Title Track: Let's Love

Peak Monthly Listeners: 459,680

ML Rank: # 12 of 23

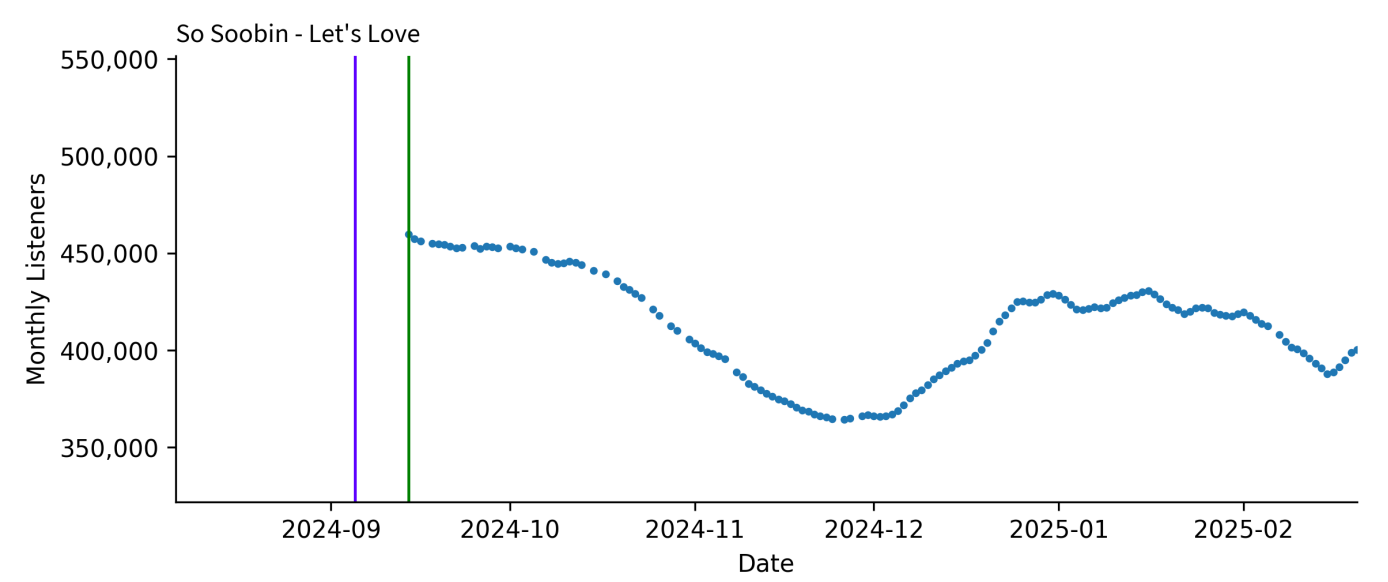


Figure 18: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
9	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
# 21 of 23	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	

Xodiac

Comeback Date: 25 September 2024

Title Track: OUR DAYS

Peak Monthly Listeners: 107,899

ML Rank: # 17 of 23

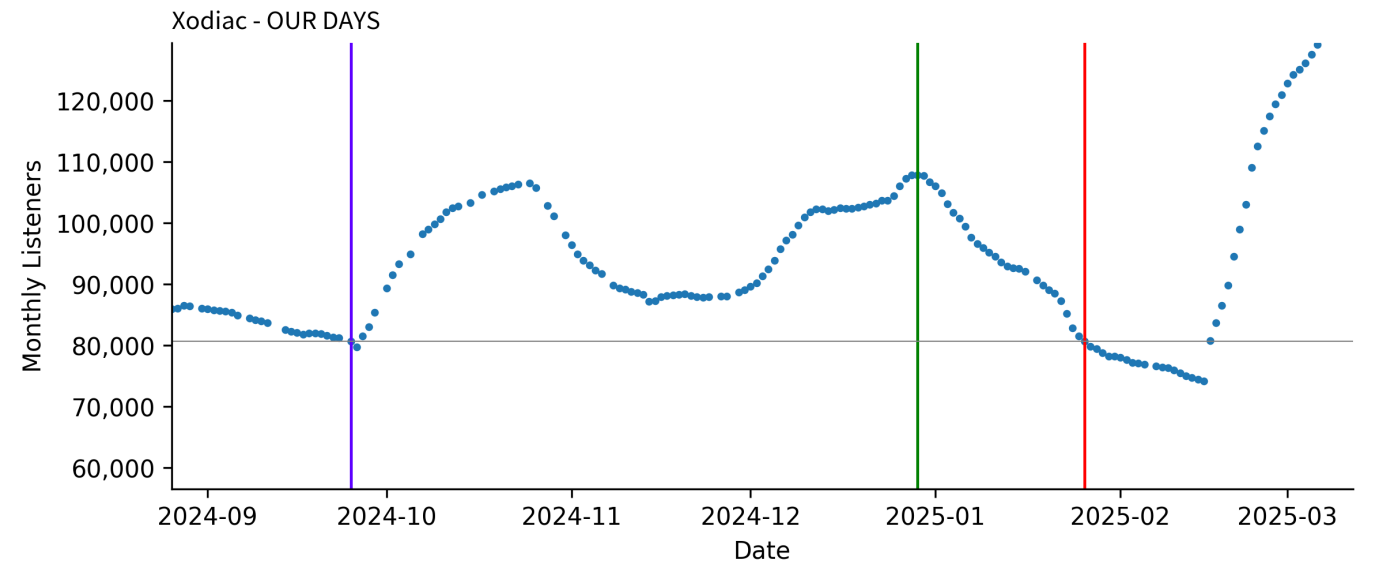


Figure 19: Monthly Listeners vs. Date

NOTE: Despite the irregular second peak in January of 2025, the next Spotify release occurred only in February. The second peak must thus be considered organic.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
95	27,185	33.68 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 1 of 23	# 12 of 21	# 12 of 21
Days from comeback back to baseline	Total Rank	
123	# 8 of 21	

Yerin

Comeback Date: 4 September 2024

Title Track: Wavy

Peak Monthly Listeners: 226,539

ML Rank: # 14 of 23

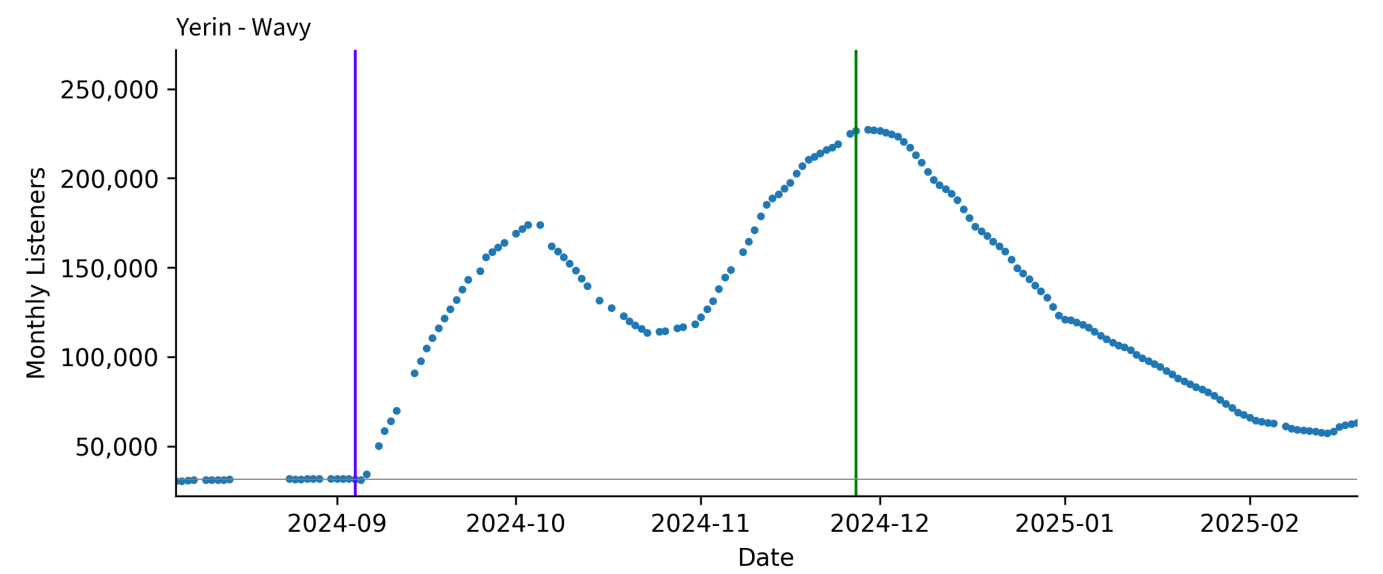


Figure 20: Monthly Listeners vs. Date

NOTE: Despite the irregular second peak in December of 2024, there were no additional releases during that time. The second peak is organic.

Days from comeback to peak

84

Increase in monthly listeners

195,013

Percentage increase in monthly listeners

618.58%

Rank of days from comeback to peak

2 of 23

Rank of net increase

9 of 21

Rank of percentage increase

1 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

2 of 21

Youngtak

Comeback Date: 3 September 2024

Title Track: SuperSuper

Peak Monthly Listeners: 34,798

ML Rank: # 22 of 23

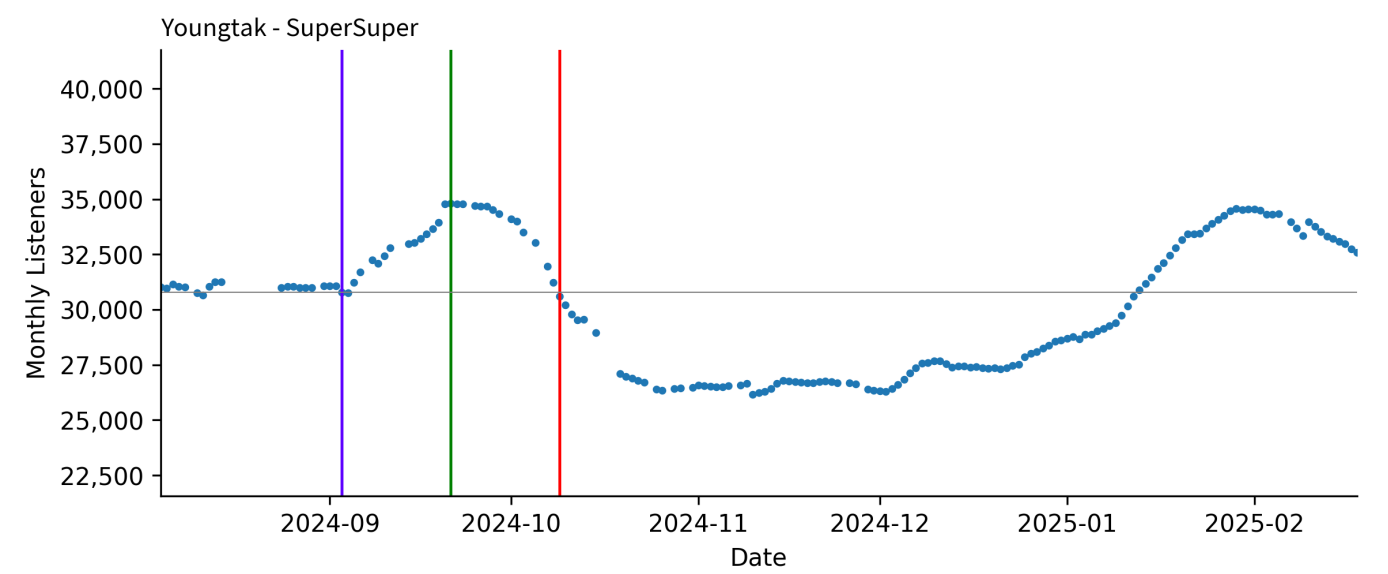


Figure 21: Monthly Listeners vs. Date

Days from comeback to peak

18

Increase in monthly listeners

4,005

Percentage increase in monthly listeners

13.01 %

Rank of days from comeback to peak

20 of 23

Rank of net increase

19 of 21

Rank of percentage increase

17 of 21

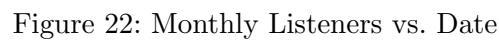
Days from comeback back to baseline

36

Total Rank

19 of 21

ML Rank: # 9 of 23

27

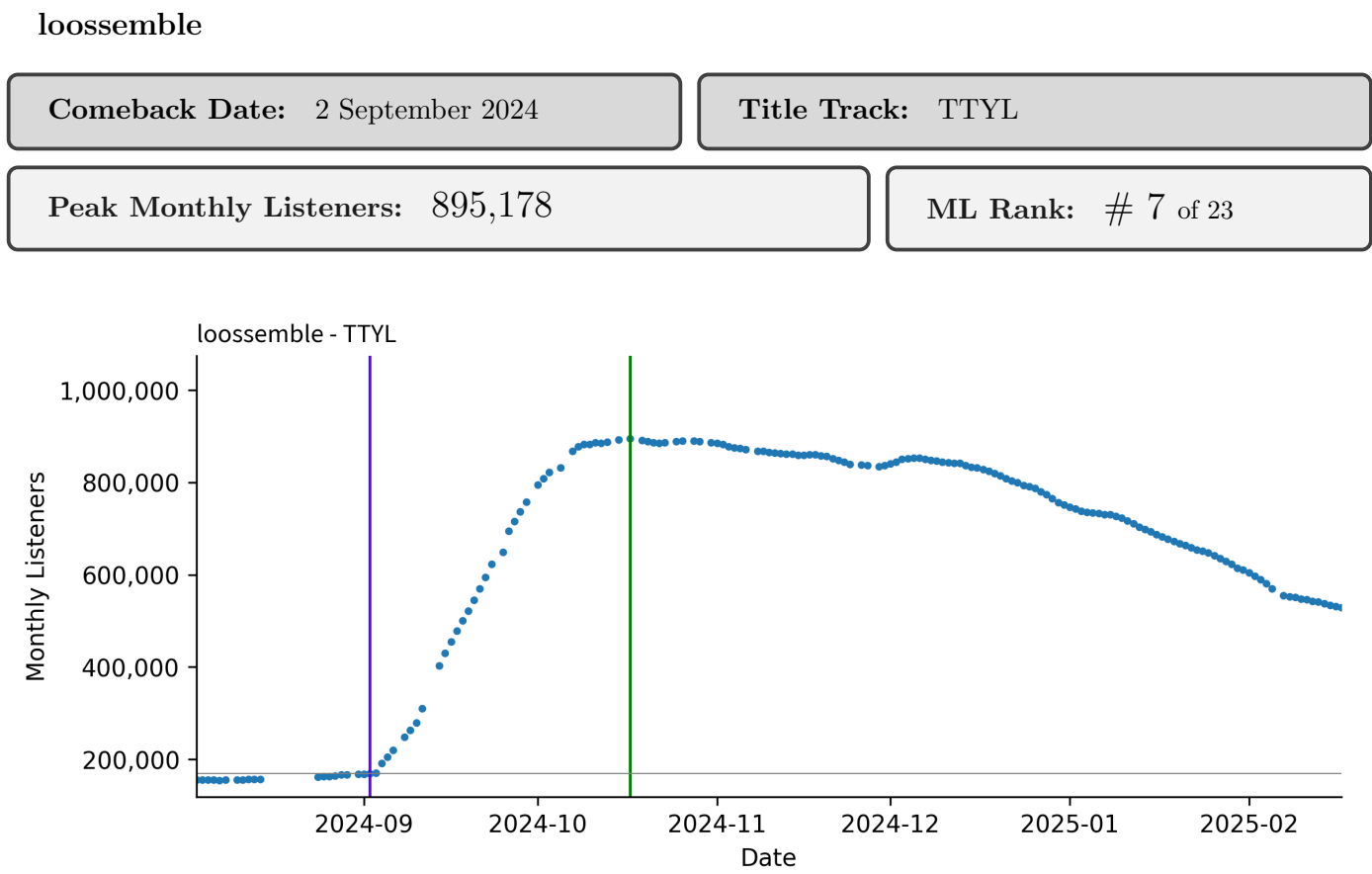


Figure 23: Monthly Listeners vs. Date

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
45	726,299	430.07 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 3 of 23	# 3 of 21	# 2 of 21
Days from comeback back to baseline	Total Rank	
Maintained monthly listeners for observed period	# 1 of 21	

mimirose

Comeback Date: 16 August 2024

Title Track: The Flowers Swayed

Peak Monthly Listeners: 37,746

ML Rank: # 21 of 23

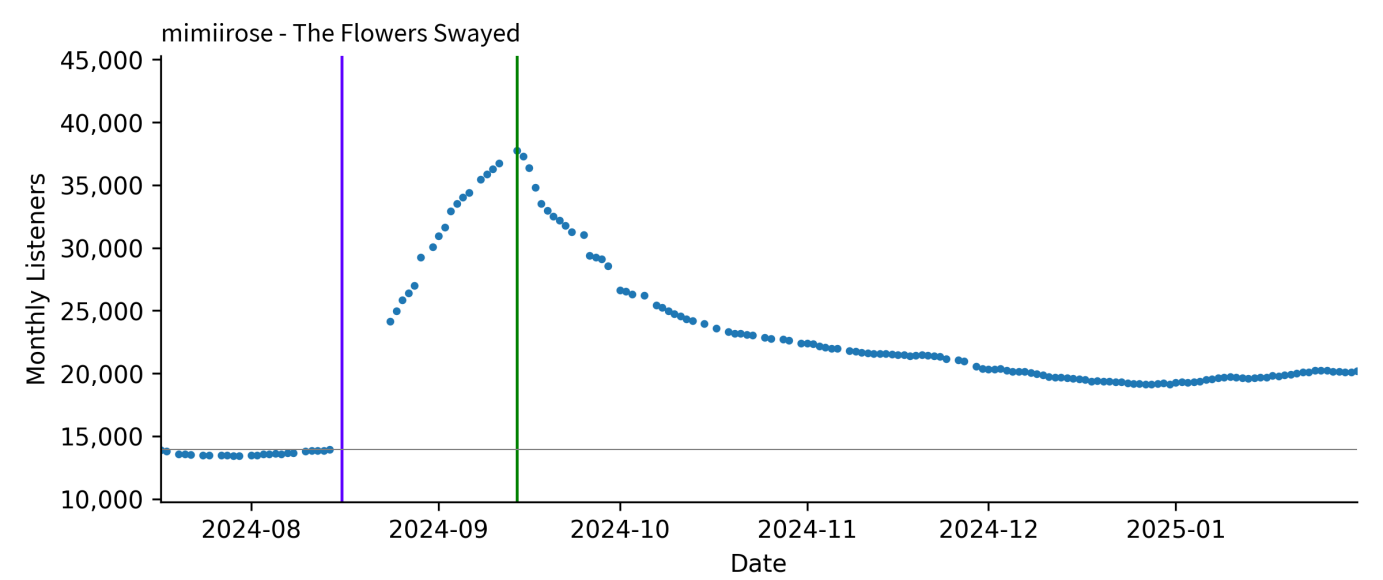


Figure 24: Monthly Listeners vs. Date

Days from comeback to peak

29

Increase in monthly listeners

23,832

Percentage increase in monthly listeners

171.28%

Rank of days from comeback to peak

9 of 23

Rank of net increase

13 of 21

Rank of percentage increase

3 of 21

Days from comeback back to baseline

Maintained monthly listeners for observed period

Total Rank

8 of 21

xikers

Comeback Date: 6 September 2024

Title Track: WITCH

Peak Monthly Listeners: 426,448

ML Rank: # 13 of 23

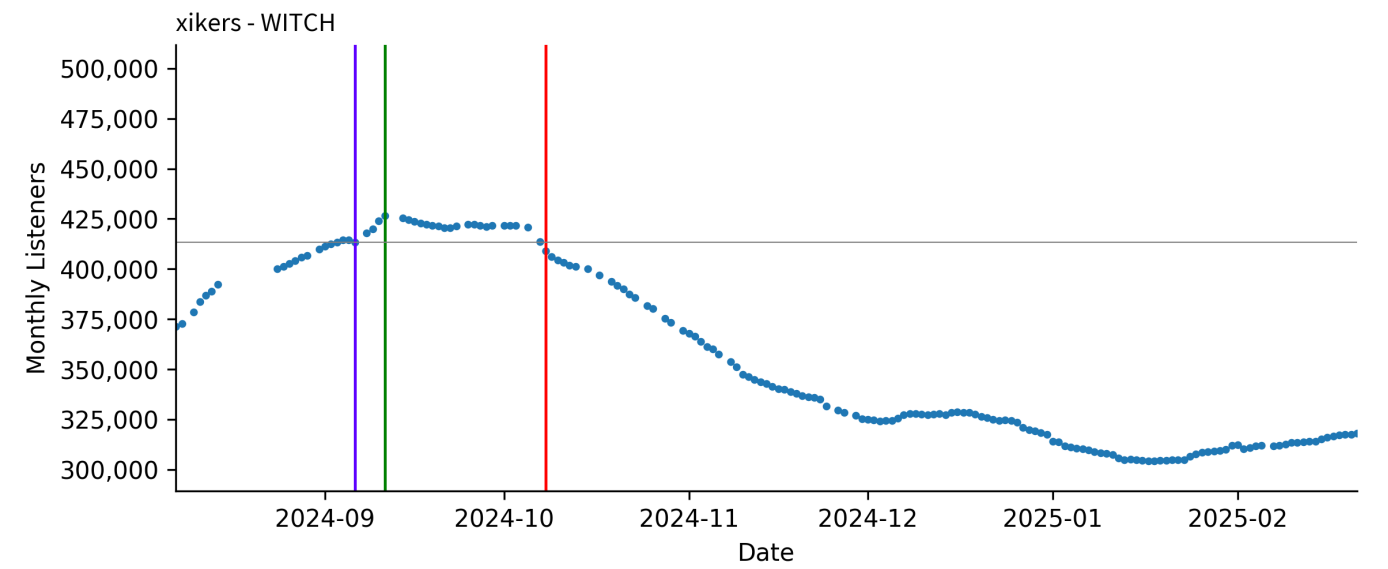


Figure 25: Monthly Listeners vs. Date

NOTE: This release follows closely their Japanese debut in August, thus resulting in an elevated baseline.

Days from comeback to peak	Increase in monthly listeners	Percentage increase in monthly listeners
5	13,232	3.2 %
Rank of days from comeback to peak	Rank of net increase	Rank of percentage increase
# 22 of 23	# 17 of 21	# 20 of 21
Days from comeback back to baseline	Total Rank	
32	# 20 of 21	

5 Index: Total Rank

Total Rank	Artist	Page Link
1	loossemble	4.21
2	Yerin	4.18
3	P1Harmony	4.14
4	BOYNEXTDOOR	4.2
5	NCT WISH	4.11
6	Key	4.9
7	DAY6	4.3
8	mimiirose	4.22
8	Xodiac	4.17
10	Kang Daniel	4.8
11	Younha	4.20
12	Hori7on	4.7
13	HWASA	4.6
14	NOWZ	4.12
15	ONEWE	4.13
15	FIFTY FIFTY	4.4
17	Kino	4.10
18	FISTBUMP	4.5
19	Youngtak	4.19
20	xikers	4.23
21	Pagaehun	4.15

6 Index: Net Increase

Rank	Artist	Net Increase	Page Link
1	BOYNEXTDOOR	966,891	4.2
2	P1Harmony	772,597	4.14
3	loossemble	726,299	4.21
4	DAY6	601,519	4.3
5	HWASA	482,513	4.6
6	Key	398,025	4.9
7	FIFTY FIFTY	339,183	4.4
8	NCT WISH	256,108	4.11
9	Yerin	195,013	4.18
10	Kang Daniel	143,376	4.8
11	Younha	101,890	4.20
12	Xodiac	27,185	4.17
13	mimiirose	23,832	4.22
14	Kino	17,438	4.10
15	ONEWE	17,373	4.13
16	Hori7on	14,787	4.7
17	xikers	13,232	4.23
18	NOWZ	11,093	4.12
19	Youngtak	4,005	4.19
20	FISTBUMP	116	4.5
21	Pagaehun	0	4.15

7 Index: Percentage Increase

Rank	Artist	Percent Increase	Page Link
1	Yerin	618.58%	4.18
2	loossemble	430.07%	4.21
3	mimiirose	171.28%	4.22
4	NCT WISH	83.29%	4.11
5	Key	80.07%	4.9
6	FISTBUMP	74.36%	4.5
7	P1Harmony	66.05%	4.14
8	BOYNEXTDOOR	53.70%	4.2
9	Hori7on	52.91%	4.7
10	Kang Daniel	42.73%	4.8
11	NOWZ	40.13%	4.12
12	Xodiac	33.68%	4.17
13	Kino	33.00%	4.10
14	DAY6	29.58%	4.3
15	HWASA	16.26%	4.6
16	Younha	14.87%	4.20
17	Youngtak	13.01%	4.19
18	ONEWE	9.71%	4.13
19	FIFTY FIFTY	3.93%	4.4
20	xikers	3.20%	4.23
21	Pagaehun	0.00%	4.15

8 Index: Comeback to Max

Rank	Artist	Days	Page Link
1	Xodiac	95	4.17
2	Yerin	84	4.18
3	loossemble	45	4.21
4	P1Harmony	39	4.14
5	NCT WISH	31	4.11
6	BOYNEXTDOOR	30	4.2
6	Younha	30	4.20
6	DAY6	30	4.3
9	BAEKHYUN	29	4.1
9	Hori7on	29	4.7
9	Kang Daniel	29	4.8
9	mimiirose	29	4.22
9	Key	29	4.9
9	ONEWE	29	4.13
9	NOWZ	29	4.12
16	HWASA	28	4.6
17	FIFTY FIFTY	27	4.4
17	Kino	27	4.10
19	FISTBUMP	25	4.5
20	Youngtak	18	4.19
21	So Soobin	9	4.16
22	xikers	5	4.23
23	Pagaehun	0	4.15

9 Index: Maximum

Rank	Artist	Maximum	Page Link
1	FIFTY FIFTY	8,972,647	4.4
2	HWASA	3,450,110	4.6
3	BAEKHYUN	3,304,572	4.1
4	BOYNEXTDOOR	2,767,550	4.2
5	DAY6	2,634,981	4.3
6	P1Harmony	1,942,330	4.14
7	loossemble	895,178	4.21
8	Key	895,099	4.9
9	Younha	786,904	4.20
10	NCT WISH	563,582	4.11
11	Kang Daniel	478,884	4.8
12	So Soobin	459,680	4.16
13	xikers	426,448	4.23
14	Yerin	226,539	4.18
15	Pagaehun	220,813	4.15
16	ONEWE	196,331	4.13
17	Xodiac	107,899	4.17
18	Kino	70,279	4.10
19	Hori7on	42,733	4.7
20	NOWZ	38,736	4.12
21	mimiirose	37,746	4.22
22	Youngtak	34,798	4.19
23	FISTBUMP	272	4.5