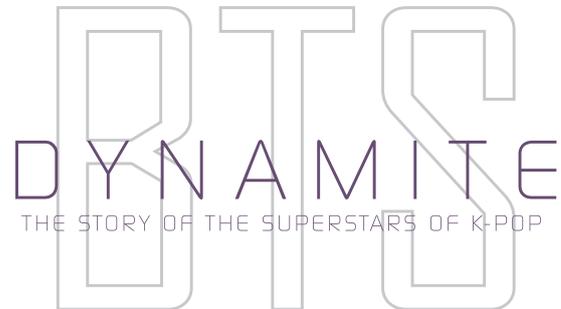
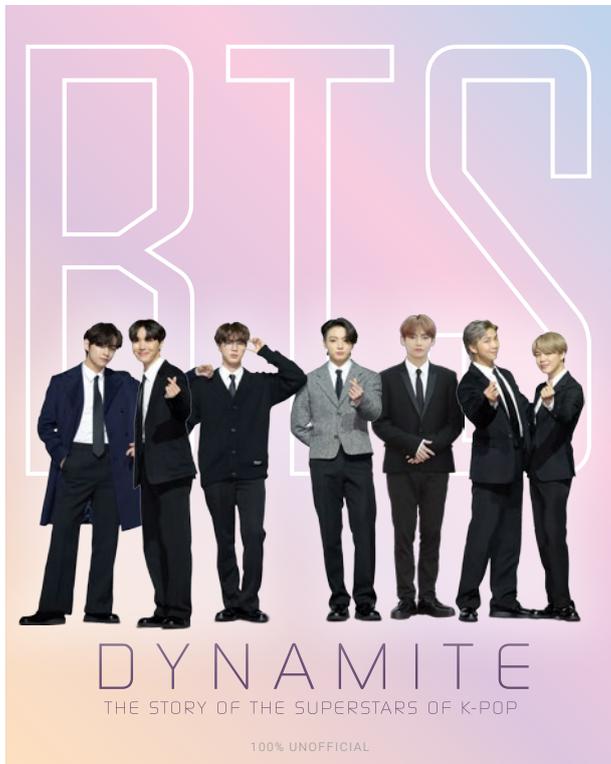


BTS DYNAMITE THE STORY OF THE SUPERSTARS OF K-POP

Carolyn McHugh



BTS also known as the **Bangtan Boys**, is a seven-member South Korean boy band that began formation in 2010 and debuted in 2013 under Big Hit Entertainment. The septet—composed of **RM, Jin, Suga, J-Hope, Jimin, V, and Jungkook**—co-write and co-produce much of their own output. Originally a hip hop group, their musical style has evolved to include a wide range of genres. Their lyrics, often focused on personal and social commentary, touch on the themes of mental health, troubles of school-age youth, loss, the journey towards loving oneself, and individualism. Their work features references to literature and psychological concepts and includes an alternative universe storyline.

After debuting in 2013 with their single album **2 Cool 4 Skool**, **BTS** released their first Korean-language studio album, **Dark & Wild**, and Japanese-language studio album, **Wake Up**, in 2014. The group's second Korean studio album, **Wings** (2016), was their first to sell **one million copies in South Korea**.

By 2017, **BTS** crossed into the global music market, leading the Korean Wave into the United States and breaking numerous sales records. **BTS** became the fastest group since the **Beatles** to earn four No 1 US Albums, doing so in less than 4 years.

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Carolyn McHugh is a freelance writer and editor based in Southampton England - although her Irish roots stretch back to Cork via Liverpool. Carolyn trained at London University for the Arts. She has written several published books on musicians and rock bands and Phil Lynott was her teenage crush.

KEY SELLING POINTS:

- **BTS** are one of the highest profile bands in the world regularly appearing on the front pages of the leading magazines and newspapers.
- They have sold over **100 million** albums during their career.
 - **BTS** have over **36 million** followers on instagram.
- They have had several **Billboard Hot 100** topping records and are one of the biggest touring bands in the world.

