

BTS: By the Numbers

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BTS is a seven-member South Korean K-Pop boy band that was formed in Seoul in 2010. They have a very passionate group of followers, the BTS ARMY.

As of January 2020, the music video for their song “DNA” has **912 million views** (released two years ago). Despacito by Puerto Rican singer Luis Fonsi currently has the most views of any Youtube video ever, with 6.61 *billion* views.

It is estimated that an artist earns **\$0.0069** per song that is streamed (per video view). That’s less than a penny per view, but the views – and money -- can add up! Note, that money earned is distributed among the artists, record label, song writers, and possibly others.

1. How much has BTS made from the DNA video?

BTS’s record label, Bit Hit Labels, is the **#34** on the Youtube most subscribed list, and BTS also has its own popular Youtube channel.

BTS has the distinction of being the only artist with three videos on the “Most views in 24 Hours” list. Interestingly, thanks to their passionate fan base, K-Pop artists hold 8 of the top 20 spots.

2. As of January 29, 2020, BTS has **11,673,844,932** total Youtube views. What is the payout from Youtube for this number of views?

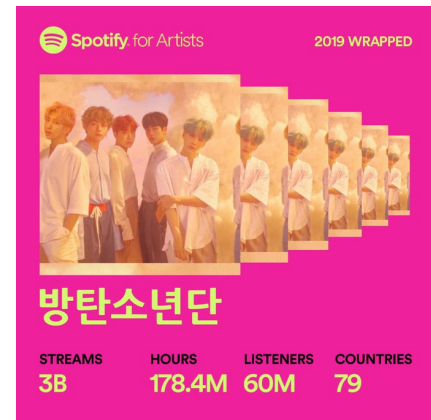
Below is a list of BTS album sales by year.

3. Make a line, bar, or circle graph displaying this data using Excel, Desmos, or graph paper.

2013	471,639
2014	911,054
2015	1,362,330
2016	2,480,784
2017	4,723,978
2018	9,775,005
2019	5,842,979

4. Many sources assert that musicians only receive **10%** of the gross income earned from various sources. If this is true, how much did BTS earn from their total album sales -- **25,567,769 albums** at **\$20 each**?

5. Their 2019 concert tour was comprised of 62 concerts in 14 countries and was attended by 2,019,800 people. If the tour brought in gross revenue of **\$187,523,511**, how much did the average concert ticket cost?



Artists also earn money from digital downloads (iTunes), other streaming sites (Spotify, Pandora), fan club memberships, and merchandise. BTS had a good year on Spotify, with 3 billion streams. Artists earn \$0.006 to \$0.0084 on Spotify.

6. How much did BTS earn on Spotify, assuming \$0.007 per play and 10% of revenue to artists? (To find the statistics, look carefully at the previous Spotify image.)
7. How many songs did the average person listen to?
8. Check out BTS on YouTube, if you haven't already, and comment on what you like, don't like, or notice about their music and dance performances.

References:

- DNA - <https://www.youtube.com/watch?v=MBdVXkSdhwU>
- Most views - https://en.wikipedia.org/wiki/List_of_most-viewed_YouTube_videos
- Youtube / musician revenue - <https://www.rollingstone.com/music/music-features/how-musicians-make-money-or-dont-at-all-in-2018-706745/> and <https://www.dittomusic.com/blog/how-much-do-music-streaming-services-pay-musicians>
- Most subscribed channels - https://en.wikipedia.org/wiki/List_of_most-subscribed_YouTube_channels
- Most views in 24 hours - https://en.wikipedia.org/wiki/List_of_most-viewed_online_videos_in_the_first_24_hours
- Total views - <https://kworb.net/youtube/artist/bts.html>
- Album sales - https://en.wikipedia.org/wiki/BTS_albums_discography
- 2019 Tour Info - https://en.wikipedia.org/wiki/Love_Yourself_World_Tour
- Spotify 2019 - https://twitter.com/bts_bighit/status/1205017054228561920/photo/1