

**THE INFLUENCE OF APPLYING VIRTUAL REALITY ON
KOREAN ARTIST CONCERT INDUSTRY:
EXPLORING FROM THE VIEWPOINT OF TAIWAN FANS**

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ABSTRACT

Virtual Reality (VR) has been invented in 1950, but the industry has gained much attention and become a hot issue only in most recent years because of the scientific and technological progressing. Nowadays, VR technique does not only use in educational and medical area, but also broadly uses in the field of communication to help people to engage closely.

In most recent year, because of the Korean Artist Entertainment Industry applying the Virtual Reality technology in the show business, the VR has created a trend that brings massive impact on Asia. Korea wants to apply this technique to combine with Korean Artist Concert Industry to facilitate the higher profit of the show business.

Given that there are many Taiwanese fans chasing after Korean idols, Taiwanese fans must have been influence by Korean idols or their activities. With that regard, the research aims to find out how Taiwanese fans' reflection about the idea of applying VR technology to Korean Artist Concert Industry. With the VR technology, fans can interact with their favorite idols excitedly through the VR technique in live converts or even at home.

To some extent concert is an ideal activity to apply VR system, because it can create an atmosphere of dream-come-true to fans. Nevertheless, the Virtual Reality technique of idols interaction application is still at conceptual stage, in order to know how people think about it. The research interviewed several Taiwanese fans to explore how the VR influence Taiwan fans and Korean Artist Concert Industry.

Key words: Virtual Reality, Taiwan fans, Korean Artist Concert Industry, Concert, Influence