**How China's Clampdown on Korean Pop Culture Has Affected Advertising**

Advertising, along with TV entertainment and the music industry, has been affected by China's reported clampdown on South Korean pop culture. Though there has been no official policy change, several advertising executives said TV stations will no longer run ads featuring Korean stars.

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<http://adage.com/article/advertising/china-s-clampdown-korean-pop-culture-affected-advertising/307239/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1482881202?utm_visit=113450>

Image source:

<http://www.allkpop.com/upload/2014/08/af/jun-ji-hyun_1407787582_af.jpg>