

IDOL Trainee Challenge 2026

episode 1. in CHINA

This material was prepared by WOOSUL Co., Ltd

W-POP: The AI-Powered Global Audition

The Vision: Creating a New Global Pop Genre



The Innovation: A Revolutionary Format

World's First AI Audition Program

The show will be the first of its kind to integrate AI games.



The Next-Gen Audition: AI Meets K-POP

Program Overview



World's First AI Game-Based Audition

A new survival show format
combining K-POP and C-POP.

Targeting Nationwide Youth

Open to all aspiring performers
between the ages of 15 and 25.



Finals Judged by AI & Idols

AI robots and senior K-POP idols
collaborate to judge the main rounds.



Preliminaries via AI Mobile Game

Initial contestants are selected
through a dedicated AI mobile game.

The Audition Advantage: Benefits for Broadcasting Companies



Boost Viewership & Ad Revenue

The audition format significantly increases ratings and PPL advertising effectiveness.

Expand to New Platforms

Generate powerful viral effects by expanding to social media and OTT platforms.



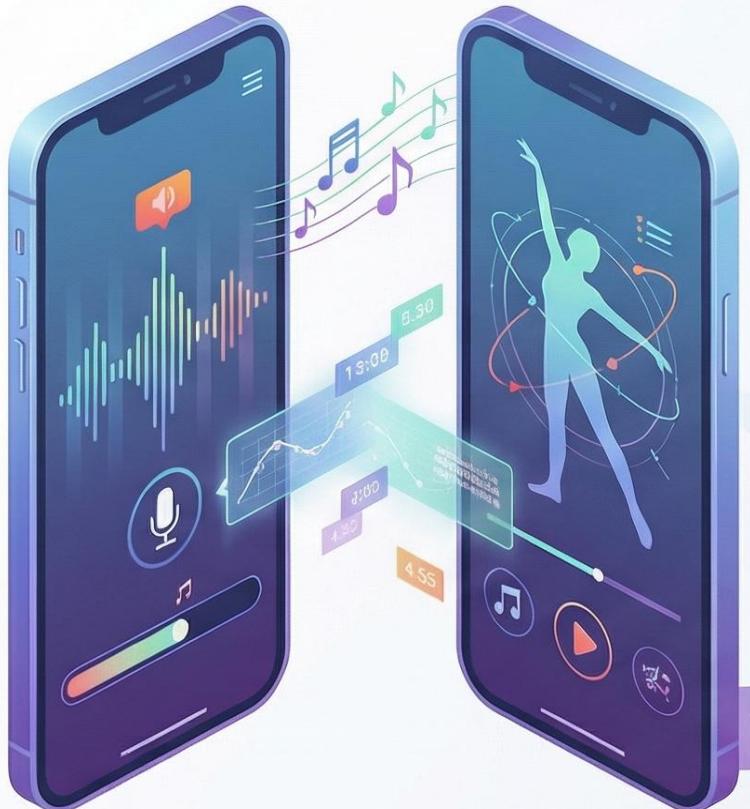
Unlock Global Collaboration

Enter the worldwide market using an AI judging system and special technologies.



The AI-Powered Talent Audition

STAGE 1: PRELIMINARY ROUND - MOBILE AUDITIONS



The Singing Game

AI quantifies vocal skill by scoring pitch, rhythm, and volume.

The Dancing Game

AI evaluates dance ability by scoring motion, rhythm, and silhouette matching.

Top 100 Contestants Selected

Selection is based on combined game scores and social media engagement.



STAGE 2: MAIN ROUND - AI & EXPERT JUDGING

K-POPPPOP experts judge artistry.
K-POP/C-POP experts judge artistry.



Hybrid Judging Panel

High-Tech Live Show

The main stage combines interactive media and Augmented Reality (AR) for performances.



30 FINALISTS ARE CHOSEN

The final group is selected for various roles, including champions and trainees.



CHAMPIONS



1 Singing, 1 Dancing

TRAINEES



ADDITIONAL SELECTIONS



The Blueprint for a Global K-POP Idol

The Path to Stardom: A 4-Step Process



Step 1: Local Scouting & Contracting

Discover and sign promising local talent through contracts with local agencies.

Step 2: K-POP Academy Training in Korea

Selected trainees undergo professional and systematic K-POP training in South Korea.

Step 3: Home Country Debut Concert

The group officially debuts as global idols with a large-scale concert in their home country.

Step 4: Launching the Next Generation

Based on the successful model, preparations begin for "Season 2" to create new idols.

K-POP Debut Project: Key Milestones & Timeline

This infographic outlines the development schedule for a comprehensive K-Pop project set to launch in 2026, integrating a game launch with a broadcast competition to select, train, and debut a new K-Pop group.



Marketing & Promotion Strategy for an Audition Program

Social Media Strategy

Strategic SNS Content Promotion

Execute a systematic content plan to promote the program across social media platforms.



Leverage Global Influencers

Partner with K-POP and C-POP influencers to increase the program's reach and impact.



Integrated Sponsorship Promotion

Connect sponsor product advertising with the call for audition participants.



Broadcast & Media Strategy

Public Channel Advertising

Run program advertisements through public broadcasting channels to reach a wide audience.



Utilize Sponsored Video Ads

Repurpose video advertisements from sponsors as promotional material for the program.

Secure Local Media Interviews

Build program recognition and credibility through interviews with major local media outlets.

The Blueprint for a Global K-POP Idol

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The Consortium: Partner Roles & Responsibilities



Agency (Woosul Korea)
Designs the project's core structure, IP, and global expansion strategy.

Broadcasting Company (BSTV)
Manages broadcast transmission, advertising sales, and overall media promotion.



Execution & Media

Woosul Entertainment (China)
Leads overall project management (P.M.O.), artist operations, and on-site execution.

Official Host & Governance

Cultural Industry Promotion Association
Serves as the official project host, managing government relations and policy risks.

Positions project as a “National Level Cultural Project”

Secures approvals for venues, events, broadcasts, and public cooperation.



Strategy & Support

External Support (Law Firm)
Handles financial execution, accounting, legal counsel, and escrow services.



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