

UNITED



NO TIME

## Industry Analysis

- ♪ The turn of the millennium seems to have unveiled a waning interest in boy bands, evident in observations from a February 2001 article, “Sluts and Teddy Bears”. (2)
- ♪ Despite much talk and hype about the return of the Backstreet Boys with a new release in 2005, the album is not performing well. The new release has been out for over six weeks and has sold less than half what the 1999 release sold in its first week. However, the new album has sold 509,000 amid constantly fragmenting music tastes and genres. (3)
- ♪ New methods of reaching the teen market by such companies as Universal are generating both success and scrutiny. The Universal “School Chairman” scheme builds strong fan loyalty, but receives harsh criticism for invading the classroom to deliver a marketing message. (6)
- ♪ Lou Pearlman warns that warns the five-year cycle of boy-band boom-and-bust is coming around again. (7)

## Top 10 Boy Bands of All Time

1. **B2K** - Although the group lasted for only a few short years, B2K were a classic boy band with a definite hip-hop slant. They recorded 2 very successful albums plus the soundtrack to the film *You Got Served* before a sudden break up in 2004. One group member, Omarion, has gone on to solo success in the aftermath of the breakup.
2. **Backstreet Boys** - The [Backstreet Boys](#) were acknowledged leaders, along with Britney Spears, of the sweeping popularity of teen pop in the late 90's. The group came together in 1993 in Orlando, Florida with the assistance of producer Lou Pearlman. The [Backstreet Boys](#) achieved tremendous success between 1997 and 2001. After a 4 year hiatus the Backstreet Boys returned with the album [Never Gone](#) in 2005.
3. **Boyzone** – Boyzone was put together by Irish theatrical entrepreneur Louis Walsh in 1994 from over 300 auditioning hopefuls. The group became one of the most successful Irish recording acts on the British charts over the next 5 years. In 2000 the band decided to pursue solo projects.
4. **BoyzIIMen** - BoyzIIMen was formed in Philadelphia in 1988 at the Philadelphia High School Of the

Creative and Performing Arts as Unique Attraction. After catching the attention of Bell Biv Devoe (a group consisting of 3 former New Edition members) at a concert in 1989, the group was re-christened BoyzIIMen and entered the studio to record their first album. Since that time the group have become the biggest selling r&b group of all time.

0. **Monkees** - Formed by television producers Bert Schneider and Bob Rafelson in 1965, the Monkees must be considered pioneers among boy bands. The four members were selected to perform catchy pop tunes while also acting in a television series. Late in their career as a group the members took control of most of the artistic direction of their music, but by then their popularity was fading. The group disbanded in 1970.
0. **New Edition** - New Edition was formed in Boston in 1978 while the first 3 members were still in elementary school. The group performed frequently at local events and added 2 new members before being discovered by producer/songwriter Maurice Starr. He released their first single "Candy Girl" in 1983, and the group quickly became pop stars. After breakup, 3 members formed Bell Biv Devoe, and Bobby Brown, Johnny Gill and Ralph Tresvant had successful solo careers.
0. **New Kids On the Block** - New Kids On the Block were a second project by Maurice Starr after his success with New Edition (see above). The group was formed in Boston in 1986 and had a strong run of hits between 1988 and 1990. The group disbanded by 1994 and the members tried solo careers with little success.
0. **\*NSYNC** - Like Britney Spears, \*NSYNC members Justin Timberlake and JC Chasez had their first significant singing roles as members of the *New Mickey Mouse Club*. In 1996 they formed \*NSYNC in Orlando, Florida with 3 additional members. By 1998 they had their first top 10 pop hit and spent the next 4 years frequently near the top of the charts. The group has not released an album since 2001's *Celebrity* while Timberlake and Chasez have had success as solo artists.
0. **Take That** - Take That, who became the biggest selling pop group in the U.K. since the Beatles, were initially formed as a trio called The Cutest Rush. Producer and manager Nigel Martin Smith added two more members to the group in 1990 and they became Take That. After a run of chart-topping hits in the U.K. the group began to fray in 1995 just as they hit the U.S. top 10 for the first time. In 1996 the group disbanded with member Robbie Williams pursuing a highly successful solo career.
0. **Westlife** - Westlife are a second project by Boyzone manager Louis Walsh. Co-managed by Boyzone member Ronan Keating, the group's first single debuted at #1 on the British charts in 1999. While making regular appearances at the top of the charts in the U.K., the group has yet to reach similar success in the U.S.

## Famous boy bands

- ♪ [112](#) (United States)
- ♪ [3rd Wish](#) (United States)
- ♪ [5ive](#) (United Kingdom)
- ♪ [5566](#) (Taiwan)
- ♪ [911](#) (United Kingdom)
- ♪ [98 Degrees](#) (United States)
- ♪ [a1](#) (United Kingdom)
- ♪ [All-4-One](#) (United States, formed 1994)
- ♪ [ATL](#) (United States)
- ♪ [Aventura](#) (United States)
- ♪ [B2K](#) (United States, 2002)
- ♪ [Backstreet Boys](#) (United States, 1992)
- ♪ [Bad Boys Inc](#) (United Kingdom, 1993-1995)
- ♪ [BBMak](#) (United Kingdom)
- ♪ [Big Fun](#) (United Kingdom, 1989-1994)
- ♪ [Blue](#) (United Kingdom)
- ♪ [Boy'z](#) (Hong Kong)
- ♪ [Boystar](#) (Australia)
- ♪ [Boyzone](#) (Ireland, 1993)
- ♪ [Boyz II Men](#) (United States, 1988)
- ♪ [Bros](#) (United Kingdom)
- ♪ [Busted](#) (United Kingdom)
- ♪ [Dale!](#) (Argentina, 1999)
- ♪ [East 17](#) (United Kingdom)
- ♪ [F4](#) (Taiwan)
- ♪ [FLAME](#) (Japan)
- ♪ [G4](#) (United Kingdom)
- ♪ [H.O.T.](#) (South Korea)
- ♪ [The Jackson 5](#) (United States, 1966)
- ♪ [Human Nature](#) (Australia)
- ♪ [Il Divo](#)
- ♪ [Jericho Road](#) (United States, religious music)
- ♪ [Just 5](#) (Poland)
- ♪ [Kids in Trouble](#) (Japan, 1988)
- ♪ [Lead](#) (Japan)
- ♪ [Lethbridge](#) (Australia)
- ♪ [Los MP](#) (Argentina, 1996)
- ♪ [McFly](#) (United Kingdom)
- ♪ [Menudo](#) (Puerto Rico, 1977)
- ♪ [Mercury4](#) (Australia)
- ♪ [The Monkees](#) (United States, 1966)
- ♪ [New Edition](#) (United States, 1984)
- ♪ [New Kids On The Block](#) (United States, 1984)
- ♪ [The Noise Next Door](#) (United Kingdom)
- ♪ [\\*NSYNC](#) (United States, 1995)
- ♪ [O\\*town](#) (United States)
- ♪ [O-Zone](#) (Romania)
- ♪ [OTT](#) (Ireland)
- ♪ [One True Voice](#) (United Kingdom)

- ♪ [Phixx](#) ([United Kingdom](#))
- ♪ [Point Break](#) ([United Kingdom](#))
- ♪ [Rooster](#) ([United Kingdom](#))
- ♪ [Shine](#) ([Hong Kong](#))
- ♪ [Shinhwa](#) ([South Korea](#))
- ♪ [SMAP](#) ([Japan](#))
- ♪ [soulDecision](#) ([Canada](#))
- ♪ [Take That](#) ([United Kingdom](#), 1990)
- ♪ [The Beatles](#) ([United Kingdom](#), 1963)
- ♪ [The Teens](#) ([Germany](#)) - five boys born 1962-1964: Robert Bauer, Alexander Möbius, Uwe Schneider, Jörg Treptow, Michael Uhlich; performing late [1970s](#) - early [1980s](#); in the [1990s](#) a comeback with two old and two new members. [\[1\]](#)
- ♪ [Track 5](#) ([Australia](#))
- ♪ [Ultra](#) ([United Kingdom](#))
- ♪ [V](#) ([United Kingdom](#))
- ♪ [Westlife](#) ([Ireland](#))
- ♪ [w-inds.](#) ([Japan](#))

## Target Market

The target market for boy bands consists of tweens and teens aged 10 – 19 and tend to be predominantly female. There are currently 20,549,505 people in the 10 – 14 age group with 10,026,028 being female. The largest growth segment is the 15 – 19 age group with an 8.25% growth over 1995, representing nearly 1.6 million new people in this segment. There are 20,528,072 teens in this segment and 10,087,875 of them are female. The peak growth is in the 15 – 19 age group with diminishing growth trends in the younger age groups.

## Opportunities

- ♪ There is a strong growth in the tween and teen market over the last ten years representing over 1.8 million more people in the tween / teen demographic.
  
- ♪ “It may come as no surprise that teens spend a lot of time perusing music sites, listening to song samples, buying tunes and gathering concert information online, but what might be found unusual is that girls are doing most of it. A September 2003 Jupiter Research (a unit of this site's corporate parent) survey of more than 1,800 teens from the Ipsos-NPD online consumer panel found that girls are more likely to pursue music activities, and spend money too, than their male counterparts. While the majority of teens spend less than \$50 per month on entertainment, girls spend 15 percent more on music than boys, and nearly half of online teen girls spend more than \$100 a year on music, despite no notable difference in disposable income. Nearly one-half of the girls surveyed read about musicians or bands online, and they are also more likely to use the Web to listen to streamed song samples and watch music videos. Also, girls are also twice as likely as boys to research concert and tour information online. Jupiter refers to these tune-loving teens as "music influencers" — those who act as musical tastemakers for other teens — and they comprise 26 percent of the teen online population. These influencers also spend 28 percent more on music than average online teen users do. Jupiter found that music influencers skew female, are evenly distributed among age groups, and are very style-conscious despite reporting average household income. They are pop culture oriented and in addition to music sites, they can be found on movie sites, style sites, and TV sites.” (12)
  
- ♪ Lou Pearlman believes that boy bands will die "When God stops making little girls" and he warns that the five-year cycle of boy-band boom-and-bust is coming round again — so don't get too attached to that My Chemical Romance leather wristband." ""You have bands like Good Charlotte and Simple Plan filling a niche now," he said. "But they don't get parents' endorsement, because they're freaky to them." "Pearlman swears that you'll see new boy acts coming up soon — such as, say, his groups Natural and C-Note — and he's not the only one. No less a trend authority, P. Diddy has cooked up his own group, the five-member sibling band B5, which mines the classic R&B-boy-band style down to the matching outfits, choreographed dance steps and sweet harmonies." (7)
  
- ♪ Pearlman's recent group Natural, offering a mash up of rock and pop, is on track to be his next boy band success. "The band's already number one in Asia, and they just finished a sold out tour in

Europe." (9) Pearlman's newest success story, Natural, is following in the footsteps of the Backstreet Boys by first conquering European audiences. Natural's first single entered Top 10 on the Billboard single sales charts and went gold in the United States and Asia. Their debut album entered the German music charts at number 2 and they routinely perform to throngs of teens shrieking with excitement worldwide. Other artists on Trans Continental's roster include Aaron Carter, Jordan Knight, Brooke Hogan, Sean van der Wilt, Jasper Sawyer, Before Four, Smilez and Southstar and Keysha. (10)

♪ The June 2005 release for the Backstreet Boys debuted at No. 3 on the Billboard chart amid acts such as Black Eyed Peas, Shakira, Coldplay and Gwen Stefani. (3) Following the new release, the group recently sold out both shows at Irving Plaza in Manhattan with a 1,000 capacity. Fans camped out for 24 hours to ensure they were in the front row for the shows. Stretch limousines chaperoning girls full of excitement is evidence of the boy band's continued reach deep into the tween and teen market. (8)

♪ Universal has had tremendous success with a gorilla marketing tactic known as the "school chairman" scheme which enlists young, teen fans to flyer their school, hand out new release flyers, and promote through all means possible three of its UK groups. The teen market can be exceptionally hard to penetrate given the moral constraints of using schools as a corporate marketing medium to children.

♪ 53% of youths aged 12 – 17 online download music. (11) A new "Teens and Technology" report from the Pew Internet and American Life Project found 87 percent of American teens age 12 to 17

2005 values projected from 2000 Census					
Age	Male	87%	Female	87%	Total
12	2,110,540	1,836,170	2,013,882	1,752,077	4,124,422
13	2,141,661	1,863,245	2,048,980	1,782,613	4,190,641
14	2,199,819	1,913,843	2,089,564	1,817,921	4,289,383
15	2,196,266	1,910,751	2,084,122	1,813,186	4,280,388
16	2,119,014	1,843,542	2,013,511	1,751,755	4,132,525
17	2,095,372	1,822,974	1,988,557	1,730,045	4,083,929
		11,190,525		10,647,596	
<b>Total Audience</b>					<b>25,101,288</b>
87% total audience					21,838,121

used the Internet in 2004, up from 73 percent in 2000. The frequency of teens' online usage has also risen 51 percent since that time, and the number of teens who report they go online daily is up from 42 percent in 2000. Pew also found 51

percent of online teens live in homes with broadband Internet access. (13) Based on census bureau data and the Pew report that 87% of teens age 12 – 17 use the Internet, the projected audience is 21,838,121.

- ♪ Based on 2000 Census data, there is nearly a 5% increase in the number of tweens and teens aged 9 – 19 than there were ten years ago. A staggering 8.25% of that growth is in the 15 – 19 age group. Teens in this age group also have more disposable income than previously, indicating a viable growth oriented market.

## Threats

- ♪ Some critics compare boy band output to the "machine-generated" popular music found in George Orwell's novel, *Nineteen Eighty-Four*, noting that much of their music (as well as the bands' compositions) is extremely formulaic. Other critics point to boy bands (and related musical groups) as case studies in commercialism and postmodernism, with little cultural content. (5)
- ♪ According to Columbia Records A & R rep Sharon Fitzgerald "boy-bands are on the way out, and the labels are looking for music with a little more substance." (1)
- ♪ "Music has continued to fragment with every half decade, even in the same demographic," says Bob Thompson, director of the Center for Study of Pop Culture at Syracuse University. "They're all over the place. "Now the menu of what they can listen to is enormous," he says. "The choices are unbelievably huge." (4)
- ♪ The new boy bands are more likely to resemble Good Charlotte, My Chemical Romance, Sum 41, Simple Plan or Dashboard Confessional, with a bigger emphasis on originality and realness than matching threads and hot dance moves. The cycle is pretty predictable, as yesterday's teenyboppers grow older and move beyond the candy pop of their youth, searching for something a bit edgier to annoy parents with and separate them from their Franz Ferdinand-loving older siblings. But even with "TRL"-worthy videos, hit albums and singles, some of the bands reaping the benefits aren't sure how they got there ... or how long it will last. Both the boy-band and pop-punk formulas get a twist with new heartthrobs like Tyler Hilton, Ryan Cabrera, Howie Day, Gavin DeGraw and Jesse McCartney, who look like prefabricated pop singers but write their own songs. And while not all of them will break through the "just another pretty face" barrier like multiplatinum singer/guitarist John Mayer, these guys take their songwriting as seriously as their hair gel. (7)

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