The panel examined the niche that Hallyu has created for itself in Philippine popular culture and how it has captured the imagination of Filipino Fans who have become co-creators in the spread of Hallyu in the Philippine setting. The panel established that Filipino fans are not passive consumers of hallyu content.

Papers in this panel are: “Formation, Purpose and Gains: An Exploratory study of Hallyu Fanclubs in the Philippines” by Catherine Deen; “Painting the Scenario of Filipino Kpop Fan Culture” by Patrick Capili; and “Stagnant Fans and Retired Fans: The Other Side of Hallyu Fandom in the Philippines” by Gilbert Que. Herdy La. Yumul is the Panel Chair.