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Discovering East Asian Drama in Europe : A study on *k*drama Fandom in France

The huge popularity of Korean Television drama (*k*drama) in Asia has been the object of hot academic discussion concerning its potential as East Asian cultural identity promoter. Very new is the fact that Asian Drama is gaining its popularity out of Asia, by way of terrestrial and satellite channels all over the world (from USA to Latin America, in North Africa and Australia, and some European countries). The Western Europe frontier is not yet transgressed, but Internet users are already consuming it actively, and in some cases, in an addictive way.

This communication is the first conclusion of on going qualitative research on French fandom of the *k*drama. The result comes from the web anthropology on East Asian pop culture and Drama sites (forums, peer to peer sites, fansubs, different fan blogs and sites), in depth interview with fans, and the primary questionnaire on the consumption of East Asian media contents as cultural practices. We'll address the questions on cultural hierarchy between different TV series, cultural logics of fan activities, and race and gender relationship related to the process of globalization and the unequal West-East relationship.