

Asian Music Marketing Guide

March 2021



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Asian Music Markets and Consumption Habits

2020 marks the start of the first decade where an Asian country, China have been forecasted to become the largest economy in the world base on GDP (PPP). China (\$29.47T) leading the economy ahead of the U.S. (\$22.32T) at No.2, along with other Asian countries such as India (\$12.36T) at No.3, Japan (\$5.89T) at No.4 and Indonesia (\$4.01T) at No.7.¹

Countries with a high population base in Asia such as China (1.39 billion), India (1.33 billion) and Indonesia (270.6 million) propels music market growth across streaming platforms (recorded/premium contents), royalties/sync market, live businesses or fan economy.²

According to the 2020 IFPI Global Music Market report, the revenues generated by the recorded music in Asia grew 3.4% in 2019 with 3 key Asian markets (Japan, South Korea, China) taking up spaces in the top 10 music markets of the world.³ While this growth tails behind the global growth rate of 8.2% due to drastic decrease in physical sales in Japan (the largest music market in Asia), it represented a healthy digitalization of music consumption in the region with significant transition of revenue from physical to digital.

The increase in mobile connectivity and penetration amongst developing countries of Asia such as Philippines, Indonesia, Cambodia, Myanmar have contributed largely to the increase usage of social media which in turn leading to growth in digital music consumption across various digital media focused platforms.

Asia, is the home to numerous fast growing emerging economies armed with technology advancement and rapid growth

of middle class leading to increasing purchasing and consumption power in the region that presents itself to be a growth region for the consumption of global music.

Growing middle class in the developing region

Growing middle class will become a key driver of the Asia's economic growth that increases the demand for goods and services which will give rise to music and entertainment expenditure and innovation for new products.

ASEAN, a key group of countries in Asia apart from China and India is projected to experience growth of over 5.5% per year to become the 4th largest economy in the world by 2050, overtaking the EU and Japan, behind China, India, and the United States.

This projected growth is supported by favorable demographics. Over 380 million people are under age 35 in ASEAN (58% of the population), roughly 20% larger than the entire population of the United States. ASEAN also has the world's 3rd largest labor force, trailing only China and India. ASEAN's middle class is expected to more than double in size from 135 million (24% of ASEAN's population) to 334 million (51% of the population) by 2030. Sustainable urbanization is a key part of this demographic growth, and it is estimated that nearly 70% of ASEAN's population will live in urban areas by 2050.⁴



Asian Music Markets and Consumption Habits

Mobile centric markets with technological advancement

Asia accounts for half of the world's total internet users at 2.2 billion which creates a large pool of digital consumers that fuels digital innovation and technological advancement.⁵ Countries such as China, Japan, South Korea, and Singapore are known to be amongst the most digitally advanced countries in the world along with large growing digital base economies such as Indonesia and Vietnam in the region that will change the way people consume music and entertainment.

5 out of the top 10 countries with the highest smartphone penetration rate in the world are located in Asia. *More than 70% of people in: South Korea, Malaysia, China, and Singapore said they use smartphones as often as desktops or laptops to search the web.*⁶

Many Asians turn to mobile for various needs such as social networking, gaming, music, videos, shopping, payment, finance, instead of a desktop or laptop. Across Asia, with many residents enjoys digital entertainment via their mobile. 90% of consumers in Thailand and Vietnam use their mobile to watch TV and videos. Which is significantly more than in the U.S. or Western European nations.⁶

Technology advance and increase accessible connectivity had given rise to social media consumption globally. In 2020, social media consumption in the Asia region has grown dramatically in terms of monthly active users. South Korea had the highest active social media user penetration in the region, at 89.3%. This was followed closely by Taiwan with an 88.1% penetration rate.⁷

China leads Asia in terms of absolute numbers of monthly activate social media user, passing the one billion mark.

Social media have been ingrained into the daily lives of many Asians. Asian consumers have past the point of using social media merely as a means to connect with friends and family.

*Social media stands as a retail platform for consumers to shop, review, and become more aware of products available – propelling consumerism to an all-time high. Influencing culture is also a widespread trend throughout the world and Asia alike. Celebrities endorse products through social media as a means of enticing social media users to purchase products or follow certain trends. Influencers are paid to make posts on social media which will appeal to their followers. Gaming through social media is yet another feature which has emerged, with platforms making it possible for users to compete against each other through online games.*⁸

On average globally, an internet user will spend 2 hours and 22 minutes on social media each day. The Philippines led the ranks with their population spending the longest time on social media at almost 4 hours per day, ranking higher than the global average alongside Indonesia, Thailand, Malaysia, and India.⁹

Asia with its mobile centric markets with strong growth in social media presence will continue to be a dominant influence on how music and entertainment will be consumed and marketed in the region.

Segmentation of Markets

Languages

Asia is a large multifaceted region made up of many different countries where we will be going more in-depth into 4 key regions/countries. With a combined population of 4.46 billion people, speaking close to 2300 languages, the language spectrum in Asia is extensive. Chinese (with Mandarin as the main dialect) is the most spoken language in Asia and accounts for 51% of the total population.

Greater China territories:

"Greater China" is an informal geographical area that shares commercial and cultural ties, which encompasses Mainland China, Hong Kong, Macau, and Taiwan.

The table below illustrates the official / national and other spoken languages in Greater China territories:

<u>Countries</u>	<u>Official / National Language</u>	<u>Other Spoken Languages</u>
Mainland China	Mandarin (Putonghua)	Other major dialects, English
Hong Kong	Cantonese	Mandarin, English
Macau	Cantonese	Macanese Portugese, English, Mandarin
Taiwan	Mandarin	Taiwanese Hokkien, English, other major dialects

ASEAN

With a population of more than 655 million combined, the ASEAN countries are the next port of call for investors seeking new opportunities outside Asia's mega economies of China, India, Japan and South Korea.

Indonesia is the world's fourth largest population country after China, India and the US, and the most populous Muslim-majority country. Thailand is arguably one of the world's most visited tourist destinations by most standards.

Table below illustrates the official / national and other spoken languages in ASEAN countries:

<u>Countries</u>	<u>Official / National Language</u>	<u>Other Spoken Languages</u>
Brunei	Malay, English	Chinese
Cambodia	Khmer	French, English
Indonesia	Bahasa Indonesia	Local dialects
Laos	Lao	Thai, French, English, other ethnic languages
Malaysia	Bahasa Melayu	Chinese dialects, English, Tamil
Myanmar	Burmese	Other ethnic languages, English
Philippines	English, Tagalog	Other major dialects
Singapore	English	Chinese, Malay, Tamil
Thailand	Thai	English, ethnic dialects
Vietnam	Vienamese	English, Chinese, French, other ethnic dialects

Most ASEAN countries are non-English speaking countries, hence the music consumption, be it recorded music or live entertainment are mostly delivered in local languages. However, English language is widely practiced in both the private and public sectors, making it the most common language in the region, with Singapore being the highest English proficiency nation.¹⁰

Segmentation of Markets

Japan

Japanese, which is the national language of Japan, is spoken by about 128 million people, and is separated into several dialects with the Tokyo dialect as the standard Japanese. Other spoken languages in Japan include Ryukyuan languages and Ainu language.¹¹

South Korea

As for South Korea, the official language spoken is Korean, with Seoul dialect as the standard version, accompanied by 4 other different dialects. Other commonly spoken languages in South Korea are English, Japanese, Chinese, and Russian.¹²

The domination of the physical format saw contents of several leading Japanese acts still unavailable on OTT audio streaming platforms, as music labels sought to avoid cannibalizing physical sales.

The physical market has suffered a serious slump since the pandemic in 2020, and witnessed a shift towards online platforms. Avex, Japan's leading music label and entertainment group, held its annual music festival online in August 2020 for the first time, featuring acts including veteran singer Ayumi Hamasaki and K-pop group Red Velvet. The event attracted 1.6 million views including free and pay-per-view spots - a rare bit of cheer for a business by plunging sales.^{2/14}

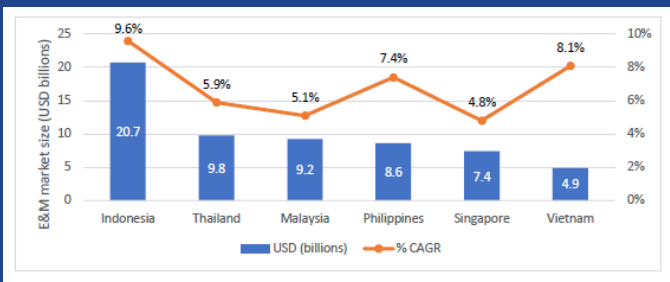
Music Market Trends

ASEAN

ASEAN's entertainment and media industries are expected to grow +7.2% per year CAGR from USD \$45.6 to \$64.5 million compared to the average global growth of +4.2% per year CAGR from USD \$1.8 to \$2.2 trillion between 2017 - 2022.¹³

South Korea

According to IFPI (International Federation of the Phonographic Industry) Global Music Report, South Korea is the world's sixth biggest recorded-music market, with an impressive sales revenue of around KRW ₩ 6.1 trillion and an export value of about USD \$562.24 million.



Projection of entertainment and media revenue (2021) and growth rates (2017-2021) of the top 6 ASEAN countries arranged by market size.¹³

Hallyu literally means “Korean Wave”, a collective term used to refer to the phenomenal growth of Korean culture and popular culture encompassing everything from music, movies, drama to online games and Korean cuisine just to name a few.²

Japan

The world's second-biggest music market after the United States, which is worth nearly USD \$3 billion annually, Japan is one of the few developed major economies where physical sales overshadowed other formats, accounting for about 70% of total music revenues.

The Hallyu effect contributed 0.2% of Korea's GDP in 2004, amounting to approximately USD \$1.87 billion, but in 2019, Hallyu had an estimated USD \$12.3 billion boost on the Korean economy, making it the world's 12th largest economy.¹⁵

Segmentation of Markets

In April 2020, SM Entertainment and Naver Corporation (the equivalent of Google in South Korea) introduced a new concert streaming service “Beyond LIVE”, which was hosted on the V LIVE app, a live video streaming service owned by Naver. The digital innovation is the first paid concert streaming service in the world that delivers full-scaled live online concerts aided by technology such as augmented reality and with real-time interactions between artists and live audience.¹⁶



SuperM¹⁷

On April 26, 2020, SuperM was the first boy group from SM Entertainment to perform online the full-sized live concert. With a turnout of over 75,000 paid live viewers from 109 countries, the estimated gross revenue of the concert from virtual tickets is over USD \$2 million (average ticket price at USD \$30). Other headliners of the concert series including WayV, TVXQ! and Super Junior, to name a few.

Music Streaming Apps ⁵⁸

The number of music listeners in Asia (China, Japan, South Korea, India and ASEAN) exceeds 3.5 billion, with a significant portion of consumers accessing music via digital mobile apps.²

This market is also projected to experience some strong growth with revenue expected to show an annual growth (CAGR 2021-2025) of 11.99% with a projected music streaming market volume of USD \$8,821m by 2025, while user penetration will be 7.3% in 2021 and is expected to hit 10.4% by 2025.¹⁸

With still much room to grow from a music streaming revenue and user penetration perspective, the markets have been filled with many players. Depending on the mobile app ecosystem and localized content preference in each country/region, there is a large mix of international and local apps in each respective market catering to the local needs.

Greater China territories

Territories	Music Streaming App
Mainland China	QQ Music, KuGou, KuWo, NetEase Cloud Music, Qian Qian, Migu Music, iMusic, Hua Wei Music, Apple Music
Hong Kong	JOOX, KKBOX, MOOV, Spotify, YouTube Music, Apple Music, Tidal
Macau	KKBOX, Apple Music
Taiwan	KKBOX, My Music, LINE Music, Spotify, YouTube Music, Apple Music

South Korea

Youtube is instrumental in propelling Korean music stars onto the international stage, with the success of Korean musician/producer Psy's 2012 hit "Gangnam Style", being the first ever YouTube video to achieve 1 billion milestones in views.¹⁹

Local streaming platform players like Melon, Genie, FLO, Bugs, Soribada and Naver Vibe leading the streaming market, with participation of international brands like Youtube Music & Spotify (which was launched in Feb 1, 2021).²⁰

ASEAN

Countries	Music Streaming Services
Cambodia	Pleng
Indonesia	JOOX, Spotify, Youtube Music, Soundcloud, LangitMusik,
Malaysia	JOOX, Spotify, YouTube Music, Apple Music, KKBOX
Myanmar	JOOX
Philippines	Spotify, JOOX, YouTube Music, Deezer, Apple Music, Soundcloud, Spinnr, Audiomack
Singapore	Spotify, YouTube Music, Deezer, Apple Music, KKBOX
Thailand	JOOX, Spotify, Deezer, Apple Music
Vietnam	JOOX, Spotify, Apple Music, NhapCuaTui, Zing MP3, Soundcloud

Japan

Music streaming services in Japan range from international players including Amazon Music HD, Apple Music, Spotify and YouTube Music Premium, to local and regional brands like LINE Music, Rakuten Music, RecoChoku, D-Hits, Mora Qualitas, AWA and KKBOX. According to Bloomberg, 20 of the top 25 best selling Japanese acts were not available on streaming services towards the end of 2018. By March 2020, the report said, streaming was making inroads and less than a handful of Japan's artists were still snubbing the digital format.²¹



Social Media Platforms ⁵⁹

As the world has taken to this new dawn of social networking, the social media consumption in Asia region has grown dramatically, with the likes of China, India, Indonesia, and Japan leading the way in terms of monthly active users. In terms of social media user penetration, South Korea recorded the highest active numbers at 89.3%, followed by Taiwan at 88.1% and Indonesia at 61.8%. The Philippines holds onto its record for the longest time spent on social media per day (4 hours 15 minutes), ranking higher than the global average alongside Indonesia, Thailand, Malaysia, and India.²²

Greater China territories

Mainland China is the world's largest social network market with highly engaged and mobile-savvy users, but as the Chinese government's internet censorship practiced "The Great Firewall", global players such as Facebook, Twitter, YouTube & Instagram are blocked in the country. Alternatively, their local equivalents including the super app WeChat & QQ, Weibo (equivalent of Twitter), Douyin (a.k.a TikTok), Douban (equivalent of MySpace), Renren (equivalent of Facebook), Youku Tudou (equivalent of YouTube) and Diandian (equivalent of Tumblr) are monopolizing the market.

Facebook dominates the social network landscape in territories like Hong Kong, Taiwan & Macau, with other international players including Youtube, Instagram, Facebook Messenger, Snapchat & LinkedIn.

The table below illustrates the social media platforms available in Greater China territories.

Territories	Type	Social Media Platforms
Mainland China	Social Network	WeChat, Sina Weibo, Baidu Tieba
	Instant Messaging	Wechat, QQ
	Video Platform	Youku, Tudou, Tencent Video, iQiYi, LeTV, BiliBili
	Others	Douyin (short form video), KuaiShou (short form video), Little Red Book (e-commerce), Zhihu (equivalent to Quora), Jinri Tou Tiao (News, information & entertainment platform), Douban
Hong Kong & Macau	Social Network	Facebook, Instagram, WeChat, Twitter, Weibo
	Instant Messaging	LINE, FB Messenger, WhatsApp, Signal, Telegram
	Video Platform	YouTube
	Others	Snapchat, Pinterest, reddit, Tumblr, LinkedIn, Twitch, Kuaishou



Social Media Platforms

Territories	Type	Social Media Platforms
Taiwan	Social Network	Facebook, Instagram, Twitter, Weibo
	Instant Messaging	LINE, FB Messenger, WhatsApp, Skype, Telegram
	Video Platform	YouTube
	Others	Snapchat, Pinterest, reddit, Tumblr, TikTok, Linkedin, Twitch, 17 Live (live video streaming mobile app), DCARD (forum), PTT (forum), Clubhouse

ASEAN

According to We Are Social, the socially-led creative agency and Hootsuite annual report “Digital 2021”, ASEAN countries are some of the top performers when it comes to adoption of digital technologies and social media. In 2021, the social media usage penetration in Malaysia reached 86%, followed by Singapore at 84.4% and Indonesia 61.8%.²³

Top social media platforms in ASEAN countries:

Type	Social Media Platforms
Social Network	Facebook, Instagram, Twitter
Instant Messaging	WhatsApp, FB Messenger, Skype, Telegram, LINE
Video Platform	YouTube
Others	Snapchat, Pinterest, reddit, Tumblr, TikTok, Linkedin, Twitch

Japan

There were 93.80 million social media users in Japan in January 2021, which is equivalent to 74.3% of the total population. The number of social media users increased by 4.4 million (+4.9%) between 2020 and 2021.²⁴ The regional messaging app LINE dominates among social media platforms in Japan, but internationally acclaimed services such as YouTube, Twitter, Instagram, Tiktok and Facebook also enjoy high recognition.²⁵

Top social media platforms in Japan:

Type	Social Media Platforms
Social Network	Facebook, Instagram, Twitter, Weibo
Instant Messaging	LINE, FB Messenger, WhatsApp, Skype, Telegram
Video Platform	YouTube
Others	Snapchat, Pinterest, reddit, Tumblr, TikTok, Linkedin, Twitch, Mixi, Ameblo, Niconico, Snow.

South Korea

According to DataReportal, there were 45.79 million social media users in South Korea in January 2021, which is equivalent to 89.3% of the total population. The number of social media users in South Korea increased by 1.1 million (+2.4%) between 2020 and 2021. Facebook remained as the most popular social network in South Korea, but local players also have a significant presence, including Naver Band, Naver Blog, KakaoTalk & KakaoStory.²⁶

Top social media platforms in South Korea:

Type	Social Media Platforms
Social Network	Facebook, Instagram, Twitter, Naver Band, Cyworld
Instant Messaging	KakaoTalk, LINE, FB Messenger, WhatsApp, Skype, Telegram
Video Platform	YouTube
Others	Pinterest, reddit, Tumblr, TikTok, Linkedin, Twitch, V Live, KakaoStory

Regional Entry Recommendation

Think Global, Act Local

Essentials of music marketing in Asia - how to amplify music content effectively

With many platforms related to music made so readily available and easy to use, Many artists these days are empowered to market their own music. With the rise of social media and digital formats, it is inevitable that artists will need to consider how their music is being delivered to their audiences, considering various content pillars and choosing which platforms to amplify their content effectively.

Here we break down the basics of any music releases and works to penetrate the Asian market. This includes a framework of working out a basic marketing plan and what to look out for, digital streaming partner engagement, short form content strategies, cross territory and product collaborations, cutting edge social media platforms and uses.

Elements of Marketing Plan

Key objectives

- What is your goal for this release? e.g. to push your music out in Asia, to create awareness in specific markets, to be able to connect with fans in Asia in line with an upcoming tour i have in Asia, etc.

Having a story of what the release is about

- Everyone has a story to tell through music. What is that selling point in order for media publications, DSPs and even your audience to understand what you are trying to push and how will you be relevant in the local market.

- Your release plans for pre and post release promotions.
- Territories in Asia you want to focus on via checking your listenership numbers in each Asian country. (e.g. Chartmetrics)

Media, publicity, marketing plan including

- Earned media via PR with a press release (localized and translated to local key spoken language) for media to be aware of the new release as well as having them cover your music in their publications
- Paid media via Google ads or social media ads to target either general audience or specific countries, or ad placements in different DSP platforms

Marketing assets.

- Single artwork, extra content that you are working on related to the release such as online listening party, live concert, planned livestream performance on social media, etc.)
- Language translated to fit each market.
- Localized cross vertical video content to suit target market. E.g. Food + Music livestream/video, a culinary cook-off with a celebrity Asian food content creator while incorporating your music promotion within the topic of the food and background music through the video.²⁷

Analytics

- This should be key in order to gauge how well your campaign was. The information you extract from insights provided will ultimately help and improve on future planning of releases. (e.g. Google Analytics, Distributors and DSP dashboards)

An overall timeline of at least 8 weeks for planning, 2 weeks for pre-release and actual release. and another 2 months for sustenance post release.

Regional Entry Recommendation

DSP engagement for music distribution, marketing & promotion

Music content needs to be made available across digital platforms. With every new music release, it's not just about making sure your track is submitted in a timely manner of 6 weeks minimum, but also engaging with different streaming partners in order to attempt to get into the right playlists. In order for any digital streaming partner to be on board with knowing what your new release is about, there is a need to work on a marketing plan to showcase what you have planned for this.²⁸

This can include:

- On-ground marketing plans of social media
- Use of the platform's features (e.g. web banners, ad spaces, profile tools, and canvas availability)
- Meeting face-to-face with streaming partners in order to share your release story so as to localize content and playlists through local editorial teams
- Collaborating in terms of new features in the platform to build content
- Voice / video IDs for different DSP use: "Hello! This is (artist name). My new release (song / album title) is out now on (DSP). Swipe up to listen!"²⁹
- Localized content for regional players in order to support local / independent labels or artists, catering to non-commercial music e.g. offering non-music content or exclusive in-platform content.³⁰

Cutting Edge Social Media

- As technology continues to advance, there will always be new opportunities unveiled in social media strategies. It is key to determine which platforms your target audience is most likely to receive your content, and use them to your advantage. The latest platforms that are now largely available everywhere have all gained a large user base.

TikTok

- TikTok allows users to film short-form content videos that play on a repetitive loop. Primarily adopted by users under 30 years old, the app allows you to optimise it by adding hashtags that make it easier to find via the search function. The hashtags used have also been synced through its Challenges tab.

Clubhouse

- The latest by-invite social networking platform that leverages on synchronous and audio-only connectivity between the audience and the speakers. Think of it as a more personal way to share information with your audience who can talk back to you in real-time, rather than a podcast.



Japanese DJ and producer [TAAR](#), alongside with [MASAIO](#) from next-gen producer duo [ANIMAL HACK](#), created a Clubhouse room at the end of January called "Who wants to make a song together? (Singers welcome)", as a forum for fellow music community Japanese artists to talk and casually collaborate. Quickly attracting a number of established singers, rappers, trumpet players, and guitarists among other creators, a full track with the same title, '[Clubhouse](#)' was produced within a 4-hour session of collaborative discussion in the app itself, and officially distributed through major streaming platforms in February 2021.

Regional Entry Recommendation

Twitter Spaces

- Twitter Spaces is social media platform, Twitter's beta version of the app's newest audio feature. Similar to Clubhouse, this feature is an alternative to its traditional 280 character tweets. Open to anyone with an iOS device, and only a select group of people chosen by Twitter can create their own space to start a conversation.

Caffeine

- As a platform built by ex-Apple designers, the platform allows you to create live broadcasts for friends and followers and in turn there is a feed for viewers to give an emoji reaction or respond with comments. Similar to heavy weight Twitch, Caffeine's success demonstrates how live video and video platforms are gaining quick adoption from the younger audiences in Asia, especially amongst the gaming crowd who are frequent users of such platform. While it is important to keep tabs on new platforms, there is also a priority to put in focus, effort and resources on platforms that are thriving and that you already have an existing number of followers. Focus on growing and refining strategies on the different platforms you use, while building different types of content accordingly for each one of them.

Short-Form Video Content - Less Is

More

- Video consumption habits among consumers have undergone a radical shift. With short form video capabilities available in social media platforms from the likes of Instagram, TikTok, and Triller to name a few, it is clear that most people do not have the attention span to sit through a 3-minute long video of your music video, and that short-form videos of 30 seconds or less are the present and future.³¹

It is usually a two-way street for content strategy. In order to come up with content, think of what your audience would enjoy or what did you do on social media that had high engagement and work off that. Even better if you engage with your audience to create user-generated content (UGC). With UGC, it is a way to take content created by users to share in the form of a testimony. It is essentially the modern way of word of mouth.³²

What used to be a one size fits all strategy for video (creating an ad and placing it programmatically across the web), no longer applies in the short-form world. Consumers seek out authenticity and transparency with your brand. With short-form content, you only have a few seconds to connect with your audience. It requires taking a more human and creative approach to doing this, yet also finding a balance between that hook of a song that will make the video work, what is trending and what is on-brand for your music and your artist profile. There is a need to tailor each approach uniquely for each platform, especially if your objective is to reach the coveted Gen Z audience who are all over these platforms. Original content now needs to be pushed out of the traditional video comfort zone in order to capture the viewer's attention immediately, and to be able to have a powerful engagement that triggers a ripple effect of being amplified by someone when it is shared.³³

Influencer marketing

- While music may not seem to have the same influence on culture as compared to say 15 years ago when the internet was not as big as now, one way of building an audience or launching a release is working with influencers. These are known and unknown musicians alike who speak to significant and sizeable audiences on their social media channels.

Regional Entry Recommendation

- Consider various verticals such as local music, fashion, fitness, food, culture, lifestyle. Utilize influencer marketing as a format of content that allows your audiences to “See your music” in innovative ways to create lasting impact. Such formats are very widely used in Asia to increase the entertainment value across platforms. E.g. Taiwanese competitive eating creator created content with featuring 7 popular restaurant along Zhongxiao East Road with the music band Power Station. The name of the road is related a music track from the band.³⁴
- A simple post or piece of compelling creative content can help drive a message across tens of thousands of people and potentially grow your own audience at the same time.
- It is important to know who you are specifically marketing to in order to make the biggest impact. Ideally, you want to pick the right types of influencers that will bring that will bring the desired audience, who will in turn resonate with your music. Potential collaborations including commissioning a music influencer to do a cover of your new release, or having him or her create a video using your music could easily get their fanbase buzzing and in return send curious followers your way.³⁵
- Reach out to establish and develop a relationship with local artists
- Approach them regarding a desired campaign (re - marketing plan)
 - create a swipe up link to use on an instagram story that directs people to your music
- Execute and manage the campaign
- Measure and evaluate the success of the campaign
- And if it works out, continue to work with the influencer on what is next with a new established partnership

Cross territories collaboration

- With an example of KPOP exploding and dominating the international charts in recent years, the key is working with overseas producers in Europe and the US, giving the music a more international sound, and in turn South Korean pop culture today is servicing as a major driver of youth culture all across the Pacific Rim, particularly in China, Hong Kong, Japan, Philippines, Taiwan and Vietnam.
- Same goes for pushing music into Asia where it is key to discover music by local artists and brands, and to see what potential opportunities can come out of it. While the Asian markets and languages vary considerably, what is common everywhere in the world is technology in terms of social media and of how easily accessible this is to almost every one. ³⁵

Steps to consider taking:

- Research on influencers to work with that will target market trends. For example, mobile gaming category is a big segment in ASEAN markets with Indonesia as the top market with over 40 million gamers. You can consider working with some top mobile game creators on popular games such as Mobile Legends, PUBG Mobile to create localized content for market entry.³⁶

Regional Examples

Sample Marketing Plan for a Singapore Artist Targeting Regional Markets

Key Objective Examples:

- Reinforce Artist A as Singapore Top's male singer.
- Promote Artist A on a regional level
- Create awareness amongst new audiences in Philippines, Indonesia & Malaysia

Analytics/Insights:

- Core audience 18-34 years old, Asian.
- 11% more female listeners

Premiere:

- Radio - Exclusive 1st play during prime time radio session
- Youtube LiveStream Premiere - Lyric video regional premiere

Media/PR Plan:

- PR & editorial pitches to local & regional media
- Telegram channel group communication

Social Media Content Plan:

- Lyric video 30 seconds teaser with localized subtitles
- Single "Out Now" digital banner assets
- Video ID talking about music
- Artwork of release

DSP Plan:

- Spotify: HPTO banners on release day, New Music Friday playlist (4 markets), Top Hit Playlist (4 markets).
- KKBOX: New Release banners on release day, New Release Playlist
- JOOX: New Release banners on release day, New Release Playlist
- Youtube Music: New Release feature

Partnerships:

- Engage partners to post teaser video and share video assets: Fashion Brand, Lifestyle Brand, Consumer technology

Media Buy:

- Social and digital ad buys on IG, FB, Youtube
- Lyric Video boost on Youtube

Marketing Assets:

- Artist images with photo credits
- Music video
- Radio IDs (10-15 seconds each)
- Video IDs (10-15 seconds each)
 - Brief introduction of Artist A
 - What does this song mean to you?
 - Say hello to your fans in Singapore/Philippine/Indonesia/Malaysia

Release Plan and Timeline: 2 months pre-planning, 2 weeks run minimum (1 Pre-release, 1 week Post-release)

- 1 Dec - 30 Jan (minimum 8 weeks) - Release information to be shared with PR and marketing team for localization and planning
- 31 Jan - DSP Playlisting
- 1 Feb - Teaser video on artist and partners' social
- 3 Feb - Embargo Press Release to Media
- 7 Feb - Release Day with Exclusive Play on Radio, Lyric video Premiere on Youtube, DSP ads and Playlisting
- 7-14 Feb - Social and digital ad buy

Sustenance:

- Social ads and content partnerships to sustain for another 1-2 months of promotion

Regional Examples

Singapore



Charlie Lim x Cartier

- French luxury good conglomerate, Cartier, worked with Singaporean singer-songwriter Charlie Lim for a social media campaign, pushing out the in-season Pasha De Cartier watch. The brand worked with local talents including Charlie Lim to localise the brand's message, tapping onto a younger audience for Pasha De Cartier. With this social media campaign, the watch was also amplified through Charlie Lim's music video release of the collaborative single, *'Won't You Come Around'*.



Philippines



Global Brand McDonald's Builds Local Identity

- Global fast food company, McDonald's Philippines launched a campaign paying a tribute to parents as a means of celebrating hard work and rewarding moments of parenthood. This was done by incorporating the use of a local 70's hit *'Handog (Offering)'* which was originally performed by Filipino music icon, Florante. The tune was made even more memorable with a refreshed take of Filipino children singing the song in dedication to their parents. The ad proved how a global brand can use music to effectively share a local story that echoes the sentiments of its target consumers.³⁷

Regional Examples

Thailand



When Music Meets Art - Gongkhan x Troye Sivan

- Australian singer-songwriter and Youtuber, Troye Sivan, through Universal Music, collaborated Thailand born multi-disciplinary artist and art director Gongkhan to produce a music video of 'Take Yourself Home' with Thai lyrics as a way of localising the musician's content, and expanding his reach in Thailand.³⁸

Indonesia



PubG x Rich Brian

- Initially just as a performance engagement in one of its live esports events in 2019, 88RISING rapper Rich Brian has teamed up with Tencent owned battle-royals game PubG went the extra mile. The rapper is in the works for collaborating further with the brand on his own voice pack within the game, as well as a music video premiere which will be premiered during an upcoming livestream organised by his music label.³⁹

Japan



Kan Sano x Huawei

- Marrying Huawei's Matebook capabilities for music production, as well as it's smartphone synchronisation technology, leading global provider for information and communications technology, Huawei teamed up with Japanese music producer and singer-songwriter Kan Sano to localise its content for the Huawei MateBook, in line with the artist's then launched album, 'Susanna'.⁴⁰

Korea



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Black Pink x David Guetta

- Korean All Star group Black Pink released their full length effort, 'THE ALBUM' in 2020. The album included the cross-border collaboration single, 'Lovesick Girls' partly produced by French DJ and record producer David Guetta, a highlight that creativity flourishes across borders and of how music brings people together no matter where they are.⁴²

Short Form and LiveStream

In recent years, short-form content have become a rising star for content marketing, often 15-60 seconds video long paired with catchy and captivating music. Apart from TikTok which is the talk of the town, the importance of short-form content is evident when you see the big boys in tech all becoming followers of the trend: Instagram Reels, Facebook Shorts, Youtube Shorts.

With social media dominating the visual content experience of people. Consumers attention span are getting shorter, with studies mentioning people now generally lose concentration after 8 seconds. Therefore, short-form content can effectively capture users' attention for the entirety.⁴³

The popularity of short-form have been instrumental in increasing the lead generation of music which provides incremental consumption of digital music by varied audiences across age, demographics and geographics, while presenting a unique opportunity to amplify artists and cultural trends across territories.

TikTok's parent company Bytedance, launched music app Resso in 2020 which describes itself as a social music streaming app (available in India, Indonesia) leveraging on the music leads generated from TikTok short-form content. It is also not uncommon to see a number of top charted music on Spotify regularly influenced by popular user-generated short-form content on TikTok (e.g. The Weeknd - Blinding Lights Little Nas X - Old Town Road) or even witnessing a resurgence of older songs that went back up to the charts (e.g. Mariah Carey - Obsessed). Short-form content have the power to increase fan engagement with a song and to expands a song's reach, perpetuating its popularity.⁴⁴

Live streaming is not the newest format or technology, and has been around since the early days of the Internet. But with increased mobile connectivity, business around the world are now catching onto the potential of this format to promote and sell their products. With COVID-19 in the picture, livestream turned from novelty to necessity for many artists.⁴⁵

Live streaming has become a popular way for artists to perform live for their fans along with a new channel of monetization amidst COVID-19. Online concert discovery and tour promotion platform Bandsintown, for example, saw 21.5% sequential growth in weekly total livestream events added to the platform between April 22-28, following 11.75% growth in the previous week. According to a Bandsintown Fan Survey, 74% of concert fans will continue to watch live streaming events even after physical events resume, while 71% are willing to pay artists to help them in the current situation.⁴⁴

There are many different monetization format offered in this space. China's Tencent Music's Kugou and Kuwo offer live streaming features where users can access the event for free and have the option to purchase virtual gifts for artists as well as digital albums, with Tencent Music sharing a portion of the revenues with the artists. Bandinstown runs its live concerts through Twitch where monetization is mainly through advertising revenue, similar to Facebook Live and YouTube Live. Apart from advertising, Facebook expanded their creator monetization program to incorporate Fan Subscriptions and live-stream 'Stars' payment (similar to a tip jar) for Facebook Live events. The ability to drive greater monetization and user loyalty for recurrence will be key to growing this format as a sustainable income source for artists around the world.⁴⁵

TikTok

Short form music and music-based video content has grown quickly in the last 3 years driven by the growth of global social video applications such as TikTok, which features 15-60 second videos often set to captivating music.⁴⁶ TikTok has reportedly been downloaded more than 1 billion times since its launch in 2017 and is projected on track to surpass 1 billion monthly active users in 2021 with users spending an average close to 500 minutes per month on TikTok, making the platform a key music marketing tool in 2020 and beyond.⁴⁷

Music Marketing via TikTok:

Douyin (TikTok China version)

- There are a number of short form platforms in China apart from Douyin such as Kuaishou, Tencent, Netease. If you are considering to market your music in the China via short form content, it will be important to choose 1 major platform to partner with that suits your business needs as this is a market where exclusivity is the pathway to maximizing exposure on platform (subjected to content fit).

TikTok (Global version ex China)

- TikTok is operational in 150 countries with local offices in many key cities, it will be key to identify the countries you are looking to market your music to and befriend the local music team for support.
- In general, partnerships tend to gear towards more non-exclusive campaigns such as hashtag challenge and banners placement campaign (subjected to content fit).

As a user-generated content platform, most commonly TikTok will advise music companies and artists to kick start their music marketing organically from the artists' perspective while utilizing TikTok as a filming tool and amplification platform.

Prior to kick starting any campaign, artist should set up their TikTok account if they have not already done so and start being active on the account in order to increase the number of followers for engagement.

Here are some suggestions on how you can increase engagement on your TikTok account:

- Post at least 5 times per month
- Always post video in vertical format for better user experience
- Always explore new app feature to be incorporated into your video (e.g. face filter, auto-tune etc...)
- Choose groovy music with 80-120bpm.
- Take note on "What's Trending" and join existing challenges or use trending music for your videos.
- Always incorporate a fun way to "Play with music" in your video that inspires users to recreate or interact with.
- Get to at least 1,000 followers in order to unlock Livestream function (number of followers requirement might differ country to country)

Once you have established a significant presence on TikTok then you can start exploring various tactical campaign to market your music.

An example of a campaign that TikTok will be interested to support will be a music pre-release premiere and promotion (subjected to caliber of artists and content fit) where an entire creative campaign can be built around it which will include hashtag challenges and even live streams to lead up to the pre-release (e.g. Steve Aoki with regional star JJ Lin).

Alternatively, artists can kickstart their own hashtag challenges within their TikTok community and other social platforms or even engage some popular TikTok Creators which can be found via [TikTok's Creator Marketplace](#)⁴⁸ for additional influencer marketing amplification.

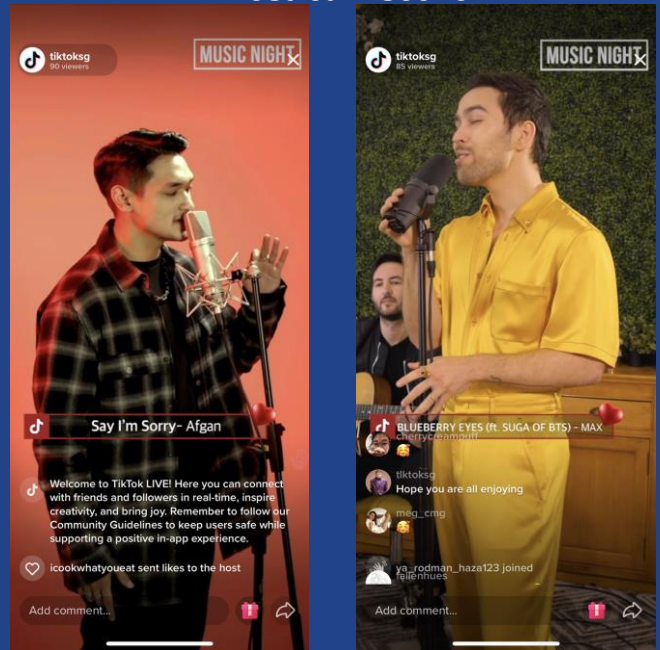
TikTok

TikTok have been seen ramping up their livestream feature since 2020. Depending on countries, any TikTok account with over 1,000 followers will be able to enjoy the livestream feature with Gifting (gesture of appreciation) as a monetization option.

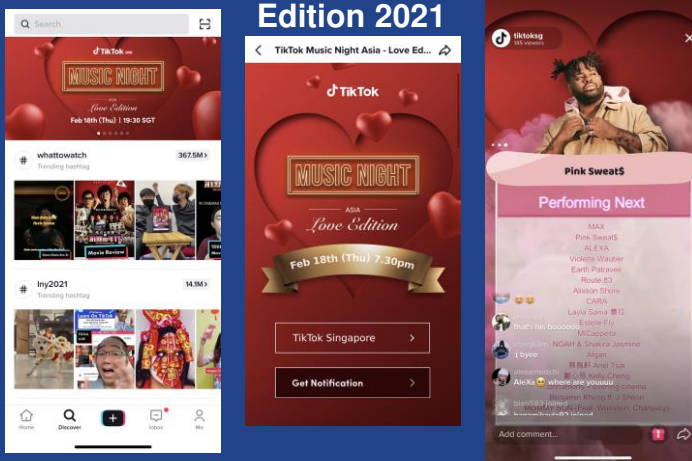
TikTok Music Night (ASEAN + Korea) program have be a recurring livestream programming that feature many local, regional and sometimes international artists.

TikTok Music Night is unique in its own right with most livestream in the market now featuring video with aspect ratio 16:9 which is not ideal for TikTok. This is one of few vertical video live stream in the market with a music festival format featuring a lineup of artists instead of the commonly seen 1 artist livestream set.

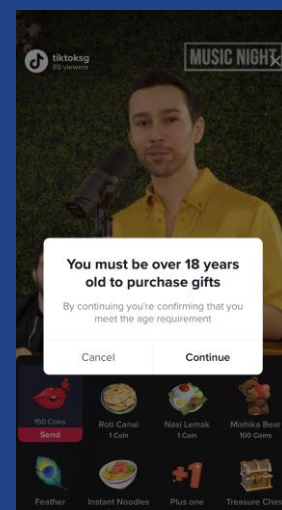
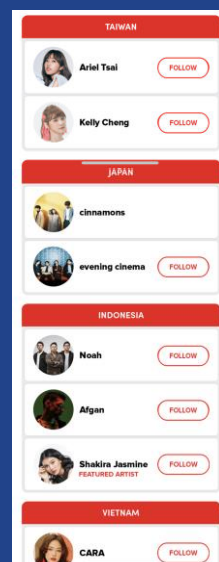
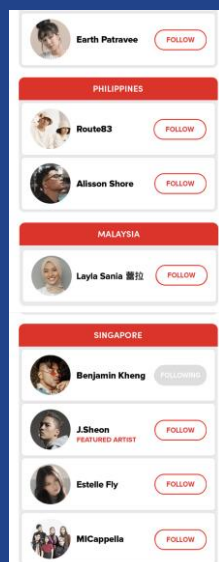
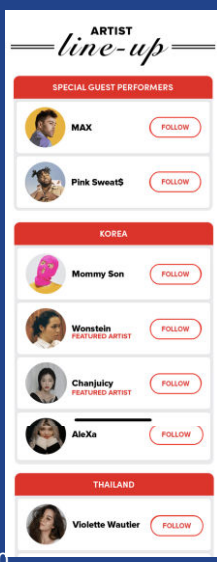
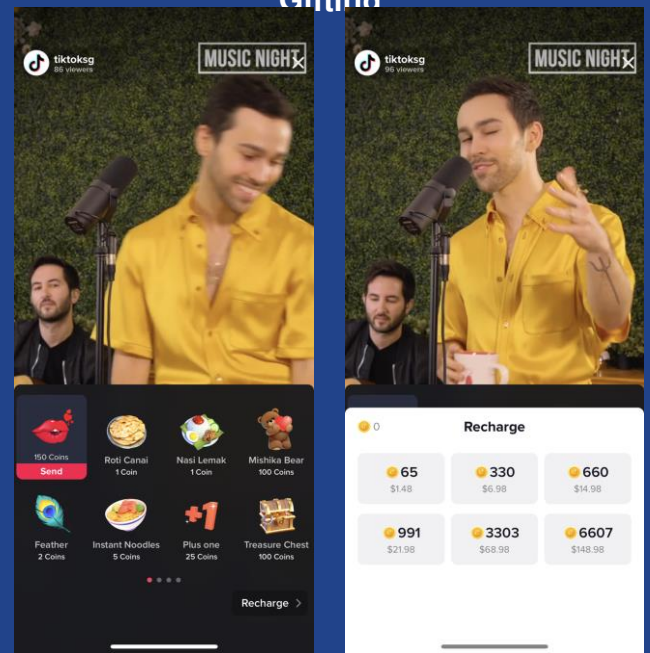
Livestream scene



Example of TikTok Music Night Love Edition 2021



Gifting



Facebook and Instagram

Facebook and Instagram have been the forerunners of social media platforms used by almost anyone and everyone in the world, providing the power to connect you with your fans, build communities and grow businesses. Both platforms are also usually the top 2 social media platforms in most Asian countries (excluding China), which makes them often the top tool these days for music marketing in the region.

Short Form and Livestream

Facebook and Instagram have been releasing a number of features over the last few years to ride on the rising trend of short form and livestream content. Examples such as *Stories* - direct to fans/followers short form content that disappears in 24 hours on both platforms, *Instagram Reels* - short form content, *Go Live With* - live function on both platforms. Accompanied by various monetization options such as “*Stars*” on Facebook and “*Badges*” on Instagram that works very much like a tipping jar for artists when they go live; Fan subscription on Facebook (currently in Australia and Thailand as of March 2021) - a monthly subscription fee in exchange of special perks such as exclusive content (photos, videos, updates), discount code for merchandise or music products, exclusive live stream videos and live stream access; Paid online events via Facebook (currently in Australia, India and Singapore as of March 2021) - a live streamed fan engagement event (no background music) where fans/followers can pay to get access to hang out with their favourite artists.

With the upwards trending on these content, we are bound to see more innovation happening on both of these platforms to support these content format which are excellent promotional materials for music marketing in any region.

Promotional Methods & Tools

Typically from a promotional release standpoint, the main aim for any artist is to get your music out there on your social media platforms. However in order to gain any traction at all, it starts from the very beginning. Here are some promotional methods:

- Think about building a community of fans/followers on these platforms, and not only think of how to push your releases to market all the time,
- Cultivating a habit of being active on your Facebook and Instagram accounts with consistent content and engagement with your followers, do not go dark in between releases,
- Always remember that “Authenticity” is key,
- Always take in feedback from not just your management, but also your fans as well,
- Associate your fans with your journey as an artist and grow together.



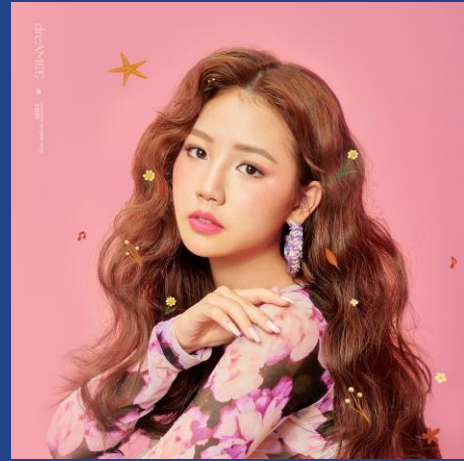
Stephanie Poetri - I Love You 3000⁴⁹

Indonesian singer-songwriter, Stephanie Poetri built her social media fan community through asking her fans for one-liners which were eventually used for her single, '*I Love You 3000*'. The single was released on IGTV as a teaser, before the full-length track went viral. Classic example of a full on fan engagement done well in the region.

Facebook and Instagram

Content is the name of the game, where your followers are always going to be supporting you, and would be the ones interested in knowing what you get up to as fan perspectives are different from what you go through on your journey, ultimately showing a more humanized side of what you are doing as an artist. This includes new releases, post releases sustenance, catalog track revival, or even on a normal day:

- Behind the scenes footage
 - including e.g. recording process of music, studio time, never seen before past concert footage,
- Photo or video teasers for new releases
- Q&A with followers for fan interaction, as well as cultivating the habit of reposting from fans
- Use of music stickers and lyric stickers via Instagram (available in India, Japan, Korea, Vietnam, Australia, New Zealand as of March 2021) and encourage fans to also use these stickers to repost
- Swipe up on Instagram Stories with pre release music sticker to drive pre save services on different platforms,
- Enabling cross posting function in order for all fans to access what you post on across platforms as not everyone uses both social media platforms
- Create highlights on your Instagram account
- Create challenges to your fans through music, parodies, and go live
- Share not only new music, but also your back catalogue
- Create Facebook Messenger Rooms for exclusive content and 'VIP' fan discussions
- Go Live With another artist in market or just hang out with your fans



AMEE⁵⁰

Vietnam singer, Amee, worked with Facebook and Instagram to showcase her individualistic style through use of Instagram music stickers in story, teasing during pre-release for 5 days before the actual release. With a campaign duration of just 4 weeks, it led to an increase of 10,000% in music streams, over 1,400% increase in music sticker production and over 30% growth in her fan base. A successful example of how the platform have enabled artists in the region.

Utilizing Facebook and Instagram to target Asia Markets:

- Choose music, lyrics and song titles that are easily understood in target markets without too much language/cultural barrier (e.g. Petit Biscuit Sunset Lover),
- Look at trending content or challenges on platforms in Asia and participate in them to increase relatability
- Post pictures and content of target country, and tag location to increase potential new followers from target market.
- Commenting on post in target markets, especially if you have verified account with blue tick, your comment will pop up first and target market followers will take notice.
- Befriend local artists with good number of followers to cross promote, use music sticker tools
- Content should be localized and relatable per market.

Shopee

In 2020, research provider eMarketer forecasts that Asia Pacific will outpace the rest of the world, with a forecasted growth of 25% or USD \$2.271 trillion, representing a whopping 64.3% of global e-commerce spending.⁵¹

The rise of online shopping in Asia over the past decade have created a race amongst e-commerce platforms to battle each other on tactical creative entertainment marketing to attract more users towards each of their platform. The integration of music and entertainment elements into social e-commerce platforms has been a new and cutting edge approach in Asia, where the B2C e-commerce market in Asia saw significant growth, especially during the coronavirus pandemic (+20% sales) with travel bans and lockdowns. China maintains its role as a regional and global leader in the share of total retail sales attributed to online commerce and Asia as a whole will be expected to lead the world’s e-commerce in the coming years.⁵²

November 11 (11/11), also known as “Singles’ Day” in the early days is the most important day for e-commerce in Asia that rose to prominence when the leader in e-commerce, Alibaba successfully launched it back in 2009. 11/11 is the Asian version of Black Friday on steroids, the greatest sporting event for consumer brands that incorporates a whole wave of entertainment and festivities leading up to the day.

Shopee, a major e-commerce platform in ASEAN and Taiwan, has reinvented its live broadcast and interactive entertainment in Taiwan during 2019’s “Double 11 Shopping Spree”, where artists and social media influencers were invited to host a 13-hour live e-commerce marathon.⁵³



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Taiwanese A-lister Rainie Yang appeared as a special guest for a special interactive segment, in conjunction of her album pre-order campaign, which was broadcasted via livestream simultaneously in Taiwan, Singapore and Malaysia. The interactive segment witnessed the total number of views increased by 13 times, at the same time, setting a new record of the highest number of simultaneous online users, which soars by 17 times, compared to usual.⁵⁵



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In 2020, the 11/11 battle regionally in ASEAN between Shopee and another leader in the space Lazada was clearly exemplified on the similarities in their entertainment marketing strategy. Both platform have engaged key influential celebrity/personality with regional appeal as brand ambassadors accompanied by their brand’s respective bespoke catchy music jingle reproduced from a relatable local tune that mentioned their brand name countless times. While both jingles went viral in the markets with waves of online comments tagging it as “annoying” but we cannot deny its effectiveness to attract consumers onto the platform with such creative execution.



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Full Service - Recorded Music Business

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
LIQUID STATE (SONY + TME)	LABEL	HONG KONG	https://www.liquidstate.co/
WARNER MUSIC GREATER CHINA & SEA	LABEL	HONG KONG	https://www.facebook.com/warnermusichk
MUSIC BOUTIQUE	MUSIC BUSINESS SOLUTIONS	INDIA	https://www.musicboutique.in/
TIMES MUSIC	LABEL	INDIA	https://www.timesmusic.com/
SONY MUSIC ENTERTAINMENT INDIA PVT. LTD	LABEL	INDIA	https://www.facebook.com/SonyMusicIndia/
TURNKEY MUSIC & PUBLISHING PVT LTD	PUBLISHING	INDIA	https://www.turnkeymusic.in/
UNIVERSAL MUSIC INDIA PVT LTD	LABEL	INDIA	https://www.facebook.com/universalmusicindia/
DRAGON R PRODUCTION	LABEL, RECORDING STUDIO	INDONESIA	https://www.facebook.com/DragonRProduction
INSIDE	DISTRIBUTION	INDONESIA	http://www.inside.co.id/
INTER SOUND LABEL	LABEL	INDONESIA	https://www.facebook.com/intersoundlabel/
JAVA SOUNDS	LABEL	INDONESIA	https://www.instagram.com/javasounds/?igshid=1xs6j4ezar4p5
SONY MUSIC ENTERTAINMENT INDONESIA, PT	LABEL	INDONESIA	https://www.facebook.com/SonyMusicIndonesia/
WARNER MUSIC INDONESIA	LABEL	INDONESIA	https://www.facebook.com/WarnerIndonesia/
YHV MUSIC GROUP	LABEL	INDONESIA	https://yhmusicgroup.8b.io/
APPLE MUSIC JAPAN	STREAMING PLATFORM	JAPAN	https://www.apple.com/
AVEX ENTERTAINMENT INC.	LABEL	JAPAN	https://avex.com/jp/en/
AWA	STREAMING PLATFORM	JAPAN	https://awa.fm/
J-POP MUSIC GROUP	LABEL	JAPAN	https://jpop.co.jp/
NAMY&	LABEL	JAPAN	https://namyand.com/
ORIGAMI PRODUCTIONS	LABEL	JAPAN	http://ori-gami.com/
SPOTIFY JAPAN	STREAMING PLATFORM	JAPAN	https://www.spotify.com/jp/home/
TSUBASA RECORDS	LABEL	JAPAN	http://tsubasa-records.co.jp/
TUNECORE JAPAN	DISTRIBUTION	JAPAN	https://www.tunecore.co.jp/
UNIVERSAL MUSIC LLC	LABEL	JAPAN	https://www.universal-music.co.jp/
VICTOR ENTERTAINMENT	LABEL	JAPAN	https://www.jvcmusic.co.jp/pc/
FUJI PACIFIC MUSIC	LABEL	JAPAN	http://www.fujiipacific.co.jp/en/
ANTENNA	LABEL	KOREA	http://www.antenna.co.kr/
BUGS!	STREAMING PLATFORM	KOREA	http://www.bugscorp.co.kr/
FLUXUS	LABEL	KOREA	https://www.fluxus.co.kr/
MIRRORBALL MUSIC.	DISTRIBUTION, LABEL	KOREA	http://mirrorballmusic.co.kr/

Full Service - Recorded Music Business

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
MMO ENTERTAINMENT	LABEL	KOREA	https://www.facebook.com/MMOtrainee
MUSIC FARM	LABEL	KOREA	http://www.musicfarm.co.kr/
POP IN KOREA	LABEL	KOREA	https://popin-korea.com/about
HALO MUSIC	LABEL	MALAYSIA	https://www.facebook.com/halomusic
KARTEL	LABEL	MALAYSIA	http://www.kartellohello.com/
SONY MUSIC ENTERTAINMENT MALAYSIA SDN. BHD.	LABEL	MALAYSIA	https://www.facebook.com/sonymusicmy
UNIVERSAL MUSIC PUBLISHING	PUBLISHING	MALAYSIA	https://www.universalmusic.com/
CARELESS MUSIC MANILA	LABEL	PHILIPPINES	https://www.linkedin.com/company/careless-music-manila/about/
CORNERSTONE ENTERTAINMENT INC	LABEL	PHILIPPINES	https://www.cornerstoneentertainment.com.ph/
DYNA MUSIC	LABEL	PHILIPPINES	https://www.dynamusic.com.ph/
GMA MUSIC	LABEL	PHILIPPINES	https://www.gmanetwork.com/records/
IVORY MUSIC & VIDEO	LABEL	PHILIPPINES	https://www.ivorymusic.org/
LILY STARS RECORDS	LABEL	PHILIPPINES	https://lilystars-records.com/
MCA MUSIC INC (UMG)	LABEL	PHILIPPINES	https://www.facebook.com/mcamusic/
MELT RECORDS	LABEL	PHILIPPINES	https://melt-records.com/
POLYEAST RECORDS	LABEL	PHILIPPINES	https://www.polveastrecords.com/
UNIVERSAL RECORDS	LABEL	PHILIPPINES	https://www.facebook.com/universalrecordsph/
AMUSIC CREATIVE TEAM PTE LTD	LABEL	SINGAPORE	www.amusicrights.com
APPLE MUSIC	STREAMING PLATFORM	SINGAPORE	https://www.apple.com/sq/apple-music/
BEEP STUDIOS	RECORDING STUDIO	SINGAPORE	https://www.facebook.com/BeepStudios/
BELIEVE	LABEL	SINGAPORE	tech.believe.sg
BIG SYNC	MUSIC SYNC	SINGAPORE	http://www.bigsyncmusic.com/
CANGLO	MUSIC BUSINESS SOLUTIONS, PR, ARTIST REPRESENTATION, CONSULTANCY	SINGAPORE	http://www.canglo.com
CD BABY	DISTRIBUTION	SINGAPORE	https://cdbaby.com/
DARKER THAN WAX	LABEL	SINGAPORE	https://www.darkerthanwax.com/
DEEZER	STREAMING PLATFORM	SINGAPORE	https://www.deezer.com/en/
EVOLUTION SINGAPORE PTE LTD	LABEL	SINGAPORE	www.evosound.com
FUNKIE MONKIES PRODUCTIONS PTE LTD	LABEL	SINGAPORE	www.fmmusic.com.sg

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ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
GIG LIFE PRO	PROFESSIONAL ASSOCIATION	SINGAPORE	www.giglifepro.com
HYPE RECORDS PTE LTD	LABEL	SINGAPORE	www.hyperecords.com
KKBOX	STREAMING PLATFORM	SINGAPORE	https://www.kkbox.com/sq/en/
LINE MUSIC	STREAMING PLATFORM	SINGAPORE	https://www.facebook.com/singapore.line/
MUSIO	START UP	SINGAPORE	https://www.musio.com/
OCEAN BUTTERFLIES MUSIC PTE LTD	LABEL	SINGAPORE	www.obmusic.com.sg
PRODIGIOUS	POST PRODUCTION	SINGAPORE	https://www.prodigious.com/
ROCK RECORDS (S) PTE LTD	LABEL	SINGAPORE	www.facebook.com/RockRecordsSingapore
ROYAL ENTERTAINMENT (SINGAPORE) PTE LTD	LABEL	SINGAPORE	www.royalentertainment.com.sg
SONY MUSIC ENTERTAINMENT SINGAPORE (PTE) LTD	LABEL	SINGAPORE	www.facebook.com/sonymusicsg/
SONY/ATV MUSIC	PUBLISHING	SINGAPORE	https://www.sonymusicpub.com/en
SPOTIFY	STREAMING PLATFORM	SINGAPORE	https://www.spotify.com/sq-en/
SPRINGROLL RECORDS	LABEL	SINGAPORE	https://www.facebook.com/SpringrollRecords/
SUITE SOUND	RECORDING STUDIO	SINGAPORE	http://www.suitesound.com.sg/index.html
SYNDICATE SG	LABEL	SINGAPORE	https://www.syndicate.sg/
UMAMI RECORDS	RECORDING STUDIOS	SINGAPORE	https://www.umamirecords.sg/
UNIVERSAL MUSIC PTE LTD	LABEL	SINGAPORE	www.facebook.com/universalmusg/
WARNER MUSIC SINGAPORE PTE LTD	LABEL	SINGAPORE	www.facebook.com/warnermusicsg/
WARNER/CHAPPELL	PUBLISHING	SINGAPORE	https://www.warnerchappell.com/
WHERE ARE THE FRUITS	LABEL	SINGAPORE	https://www.wherearethefruits.com/
WHITE CLOUD RECORD PTE LTD	LABEL	SINGAPORE	https://www.facebook.com/whitecloudrecordsofficial/
WISE ENTERTAINMENT PTE LTD	LABEL	SINGAPORE	www.facebook.com/WiseEntertainmentPteLtd/
YOUTUBE MUSIC	STREAMING PLATFORM	SINGAPORE	https://www.youtube.com/musicpremium
ZENDYLL RECORDS	RECORDING STUDIOS	SINGAPORE	https://www.zendyll.com/
CHYNAHOUSE	LABEL	TAIWAN	http://www.chynahouse.com/
KKBOX (APAC)	STREAMING PLATFORM	TAIWAN	https://www.kkbox.com/
LINFAIR RECORDS	LABEL	TAIWAN	http://www.linfairrecords.com/
ROCK RECORDS	LABEL	TAIWAN	http://www.rock.com.tw

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ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
SEED MUSIC	LABEL	TAIWAN	http://www.seedmusic.com.tw/
BEC-TERO ENTERTAINMENT PCL	LABEL	THAILAND	https://www.livenation.co.th/
COMET RECORDS	LABEL	THAILAND	https://www.facebook.com/cometrecordsBKK
PANDA RECORDS	LABEL	THAILAND	https://www.facebook.com/pandarecs
RATS RECORDS	LABEL	THAILAND	https://www.facebook.com/RatsThailand/
LOVE IS	LABEL	THAILAND	https://www.facebook.com/LoveisFanPage/
MUZIK MOVE	LABEL	THAILAND	https://muzikmove.co.th/
SPICY DISC	LABEL, MEDIA, EVENT PROMOTER	THAILAND	http://www.spicydisc.com/
WARNER MUSIC THAILAND LTD	LABEL	THAILAND	https://www.facebook.com/warnermusicthailand

Media and PR

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
MUSIC UNITED ASIA	MEDIA	HONG KONG	https://www.twitch.tv/musicunitedasia
SASSY HONG KONG	MEDIA	HONG KONG	https://www.sassyhongkong.com/
SOUTH CHINA MORNING POST	MEDIA	HONG KONG	https://www.scmp.com/
DELTA FM	MEDIA	INDONESIA	https://www.deltafm.net/
FEMALE RADIO	MEDIA	INDONESIA	https://www.instagram.com/femaleradio/?hl=en
IDN TIMES	MEDIA	INDONESIA	https://www.idntimes.com/
MUSTANG 88 FM	MEDIA	INDONESIA	https://mustang88fm.com/
POP BELA	MEDIA	INDONESIA	https://www.popbela.com/
Block.FM	MEDIA	JAPAN	https://block.fm/
PEN ONLINE	MEDIA	JAPAN	https://pen-online.com/
TOKYO WEEKENDER	MEDIA	JAPAN	https://www.tokyoweekender.com/
TIKTOK	APPLICATION	KOREA	https://www.tiktok.com/@tiktok_kr?lang=en
AFRECA TV	MEDIA	KOREA	https://afreecatv.com/
CJ E&M	MEDIA	KOREA	https://www.cjenm.com/
BURDA	MEDIA	MALAYSIA	https://burda.asia/
MUSIC PRESS ASIA	MEDIA	MALAYSIA	https://www.musicpressasia.com/
NEXT TREND	MEDIA	MALAYSIA	https://nexttrend.com.my/
ABS-CBN STAR MUSIC	MEDIA	PHILIPPINES	https://music.abs-cbn.com/
RAPPLER	MEDIA	PHILIPPINES	https://www.rappler.com/
VIVA COMMUNICATIONS INC.	MEDIA	PHILIPPINES	https://viva.com.ph/
BANDWAGON	MEDIA	SINGAPORE	https://www.bandwagon.asia/
BURO 24/7	MEDIA	SINGAPORE	https://www.buro247.sg/
CHANNEL NEWS ASIA LIFESTYLE	MEDIA	SINGAPORE	https://cnalifestyle.channelnewsasia.com/
INVASION SG	MEDIA	SINGAPORE	http://www.invasionsg.com/
MEDIACORP	MEDIA	SINGAPORE	https://www.mediacorp.sg/en/
MTV	MEDIA	SINGAPORE	http://www.mtvasia.com/
PUBLICIS GROUPE	ADVERTISING AGENCY	SINGAPORE	http://www.publicis.com.sg/
SECRET SIGNALS	PR AGENCY	SINGAPORE	https://www.secretsignals.asia/
SINGAPORE RADIO COMMUNITY	MEDIA	SINGAPORE	https://www.sgcommunityradio.com
STRAITS TIMES / SINGAPORE PRESS HOLDINGS LTD	MEDIA	SINGAPORE	https://www.sph.com.sg/
THEMA	MEDIA	SINGAPORE	https://www.thematv.asia/index.php
TIKTOK (SEA)	APPLICATION	SINGAPORE	https://www.facebook.com/TikTokSingapore/
MAX MUSIC	MEDIA	TAIWAN	https://maxmusic.com.tw/
STREET VOICE	MEDIA	TAIWAN	https://streetvoice.com/
YSOLIFE	MEDIA	TAIWAN	https://ysolife.com/
BANGKOK ASIA CITY	MEDIA	THAILAND	https://bk.asia-city.com/
FUNGJAI	MEDIA	THAILAND	https://www.fungjai.com/home
NYLON THAILAND	MEDIA	THAILAND	https://www.nylonthailand.com/



Live Entertainment

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
GLUSTICK ENT	PROMOTER	HONG KONG	http://gluestickent.com/
CLOCKENFLAP	PROMOTER	HONG KONG	https://www.clockenflap.com/
HONG KONG INTERNATIONAL JAZZ FESTIVAL	PROMOTER	HONG KONG	http://www.hkiif.com/en/
MAGNETIC ASIA	EVENTS ORGANIZER	HONG KONG	https://www.magneticasia.com/
SONAR	PROMOTER	HONG KONG	https://sonarhongkong.com/
JAVA JAZZ	PROMOTER	INDONESIA	https://www.javajazzfestival.com/
LOKET	TICKETING	INDONESIA	https://www.loket.com/
WE THE FEST	PROMOTER	INDONESIA	https://wethefest.com/
CREATIVEMAN	EVENT ORGANIZER	JAPAN	www.creativeman.co.jp
FUJI ROCK FESTIVAL	PROMOTER	JAPAN	https://www.fujirockfestival.com/
MOON ROMANTIC	VENUE	JAPAN	http://www.moonromantic.com/
SUMMERSONIC	PROMOTER	JAPAN	https://supersonic2020.com/
YAHOO TICKET	TICKETING	JAPAN	https://ticket.yahoo.co.jp/
ZAIKO	TICKETING	JAPAN	https://zaiko.io/
ZEPP	VENUE	JAPAN	https://www.zepp.co.jp/
MUSIC CIRCUS	PROMOTER	JAPAN	https://music-circus.jp/
RISING SUN ROCK FESTIVAL	PROMOTER	JAPAN	https://rsr.wess.co.jp/2021/
GLOBAL INTERPARK	TICKETING	KOREA	http://www.globalinterpark.com/
LIVE CLUB DAY	PROMOTER	KOREA	https://www.facebook.com/liveclubday
LIVE NATION KOREA	EVENT ORGANIZER	KOREA	https://www.livenation.kr/
MELON TICKET	TICKETING	KOREA	https://tkglobal.melon.com/
PRESENTED LIVE	PRODUCTION	KOREA	https://live.presented.kr/
SEOUL INDIE MUSIC FESTA	PROMOTER	KOREA	https://www.facebook.com/simfesta
SEOUL INTERNATIONAL MUSIC FESTIVAL	PROMOTER	KOREA	http://simf.kr/en
SEOUL JAZZ FESTIVAL	PROMOTER	KOREA	http://www.seouljazz.co.kr/
ULTRA MUSIC FESTIVAL (KOREA)	EVENT ORGANIZER	KOREA	https://ultrakorea.com/
YES24	TICKETING	KOREA	http://ticket.yes24.com/
ZANDARI FESTIVAL	PROMOTER	KOREA	https://www.zandarifesta-unreal.com/
AUDIO SYNERGY PROJECTS & CONCEPTS SDN BHD	PRODUCTION	MALAYSIA	https://www.audiosynergy.com.my/
BIG JUMP ENTERTAINMENT	EVENT ORGANIZER	MALAYSIA	https://www.facebook.com/BigJumpEntertainment
GOOD VIBES	PROMOTER	MALAYSIA	https://www.goodvibesfestival.com/
URBANSAPES	PROMOTER	MALAYSIA	https://www.facebook.com/urbanscapes/
REDTIX	TICKETING	MALAYSIA	https://airasiaredtix.com/
TICKET CHARGE	TICKETING	MALAYSIA	https://premier.ticketcharge.com.my/
SM TICKETS	TICKETING	PHILIPPINES	https://smtickets.com/
TICKET WORLD	TICKETING	PHILIPPINES	https://premier.ticketworld.com.ph/
BAYBEATS	MUSIC FESTIVAL	SINGAPORE	https://www.esplanade.com/festivals-and-series/baybeats/2020

Live Entertainment

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
BIG DUCK PTE LTD	PROMOTERS	SINGAPORE	https://bigduckmusic.com/
BON GOUT MUSIC	PROMOTERS	SINGAPORE	http://bongoutmusic.com/
CAPITOL THEATER	VENUE	SINGAPORE	www.kempinski.com/en/singapore/the-capitol-singapore/meetings/capitol-theatre/
CE LA VI	VENUE	SINGAPORE	https://www.celavi.com/en/singapore/
COLLECTIVE MINDS	BOOKING AGENCY	SINGAPORE	https://www.collectiveminds.asia/main
CROSS RATIO ENTERTAINMENT PTE LTD	LABEL	SINGAPORE	www.crossratioent.com
EBENEX	BACKLINE RENTAL	SINGAPORE	https://www.ebenex.com/
ESPLANADE	VENUE	SINGAPORE	www.esplanade.com
EXPLARA	TICKETING	SINGAPORE	https://www.explara.com/
FAST TRACK	PROMOTER	SINGAPORE	http://fastrackevents.com/
FIGURE8 AGENCY	BOOKING AGENCY, PROMOTER	SINGAPORE	www.figure8-agency.com/
FORWARD MUSIC PTE LTD	LABEL	SINGAPORE	www.forward-music.com
HYDEOUT FESTIVAL	MUSIC FESTIVAL	SINGAPORE	https://hydeout.sg/
IT'S THE SHIP FESTIVAL	MUSIC FESTIVAL	SINGAPORE	https://www.itstheship.com/
LAMC PRODUCTIONS	PROMOTERS	SINGAPORE	http://www.lamcproductions.com/
LUSHINGTON	PROMOTER	SINGAPORE	https://www.lushington.com/
MARQUEE SINGAPORE	VENUE	SINGAPORE	https://marqueesingapore.com/
MIDAS PROMOTIONS	PROMOTERS	SINGAPORE	https://midaspromotions.com/
MUSIC MATTERS / BRANDED LIVE	MUSIC CONFERENCE	SINGAPORE	www.musicmatters.asia
NEON LIGHTS	MUSIC FESTIVAL	SINGAPORE	http://www.neonlights.sg/
NOW/LIVE SINGAPORE	PROMOTERS	SINGAPORE	https://www.facebook.com/nowliveasia/
PEATIX	TICKETING	SINGAPORE	https://peatix.com/
RED SPADE	EVENT ORGANIZER	SINGAPORE	http://redspade.sg/
SHINE FESTIVAL	MUSIC FESTIVAL	SINGAPORE	https://www.mccy.gov.sg/sector/initiatives/shine-festival
SING'BAROQUE	LIVE	SINGAPORE	https://www.singbaroque.sg
SINGAPORE INTERNATIONAL FESTIVAL OF THE ARTS	MUSIC FESTIVAL	SINGAPORE	https://www.sifa.sg/
SINGAPORE INTERNATIONAL JAZZ FESTIVAL	MUSIC FESTIVAL	SINGAPORE	https://www.facebook.com/singjazzfestival/
SINGAPORE NEW OPERA	LIVE	SINGAPORE	https://www.newoperasingapore.sg/
SINGAPORE SYMPHONY ORCHESTRA	LIVE	SINGAPORE	https://www.sso.org.sg/
SISTIC	TICKETING	SINGAPORE	https://www.sistic.com.sg/
SOTA	VENUE	SINGAPORE	https://www.sota.edu.sg/

Live Entertainment

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
SOUND RENTAL SG	BACKLINE RENTAL	SINGAPORE	https://www.soundsystemrentals.net/
SUNDOWN FESTIVAL	MUSIC FESTIVAL	SINGAPORE	https://www.sundownfestival.com/
TAO GROUP	VENUE	SINGAPORE	https://taogroupsingapore.com/
THE ANALOG FACTORY	BACKLINE RENTAL	SINGAPORE	http://theanalogfactory.com/
TICKETFLAP	TICKETING	SINGAPORE	https://www.ticketflap.com/
TIMBRE GROUP PTE LTD	VENUE	SINGAPORE	https://timbregroup.asia/
TIMEOUT	PROMOTERS	SINGAPORE	https://www.timeout.com/singapore
TIN BOX	VENUE	SINGAPORE	https://livehouse.tinbox.sg/
ULTRA MUSIC FESTIVAL	MUSIC FESTIVAL	SINGAPORE	https://ultrasingapore.com/
UPSURGE PRODUCTIONS	PROMOTERS	SINGAPORE	https://upsurgeproductions.com/
VICTORIA HALL CONCERT	VENUE	SINGAPORE	www.vtch.com
ZOUK	VENUE	SINGAPORE	https://zoukclub.com/
TICKETMASTER	TICKETING	SINGAPORE	https://ticketmaster.sg/
BEASTIE ROCK	PROMOTER	TAIWAN	https://www.facebook.com/BeastieRock/
BIN MUSIC / LIVE NATION TW	PROMOTER	TAIWAN	https://www.bin-music.com.tw/
KKTIX	TICKETING	TAIWAN	https://kktix.com/
LUC FEST	PROMOTER	TAIWAN	https://www.lucfest.com/
TIXCRAFT	TICKETING	TAIWAN	https://tixcraft.com/
LIVE NATION THAILAND	EVENT ORGANIZER	THAILAND	https://corporate.teroasia.com/
BANGKOK MUSIC CITY	PROMOTER	THAILAND	https://bangkokmusiccity.com/
SIAM SONGKRAN	PROMOTER	THAILAND	https://www.siamsongkran.com/
THAI TICKET MAJOR	TICKETING	THAILAND	https://www.thaiticketmajor.com/
TICKET MELON	TICKETING	THAILAND	https://www.ticketmelon.com/
WONDERFRUIT	PROMOTER	THAILAND	https://wonderfruit.co/

Talent Management / Influencer Marketing

ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
AMUSIC	ARTIST MANAGEMENT, LABEL	HONG KONG	http://www.amusic.hk/
PARK LU	INFLUENCER MARKETING	HONG KONG	https://www.parklu.com/
TVB MUSIC	ARTIST MANAGEMENT, LABEL	HONG KONG	https://www.tvb.com/
VS MEDIA	INFLUENCER MARKETING	HONG KONG	https://www.vs-media.com/
WOW MUSIC	ARTIST MANAGEMENT, LABEL	HONG KONG	http://wowmusic.hk/
COLLAB ASIA	INFLUENCER MARKETING	INDONESIA	https://www.collabasia.co/
LEMON	INFLUENCER MARKETING	INDONESIA	https://lemon.cm/
AMUSE	ARTIST MANAGEMENT, LABEL	JAPAN	https://www.amuse.co.jp/
AVEX GROUP	ARTIST MANAGEMENT, LABEL	JAPAN	https://avex.com/jp/ja/
KING RECORDS	ARTIST MANAGEMENT, LABEL	JAPAN	https://www.kingrecords.co.jp/
PONY CANYON	ARTIST MANAGEMENT, LABEL	JAPAN	https://www.ponycanyon.co.jp/
WORDS RECORDINGS	ARTIST MANAGEMENT, LABEL	JAPAN	https://www.wordsrecordings.com/
UUUM	INFLUENCER MARKETING	JAPAN	https://en.uuum.co.jp/
DIATV	INFLUENCER MARKETING	KOREA	https://diatv.cjenm.com/login.do
MILLION MARKET	ARTIST MANAGEMENT, LABEL	KOREA	http://www.million-market.com/
AOMG	ARTIST MANAGEMENT, LABEL	KOREA	https://www.aomgofficial.com/
MODERN BOY ENTERTAINMENT	ARTIST MANAGEMENT	KOREA	http://modernboyent.com/
NUPLAY	ARTIST MANAGEMENT	KOREA	http://nu-play.com/
P NATION	ARTIST MANAGEMENT, LABEL	KOREA	https://www.pnation.com/
SANDBOX	INFLUENCER MARKETING	KOREA	https://sandbox.co.kr/index.html
ARTISTE MANAGEMENT SERVICES (AMS)	ARTIST MANAGEMENT	MALAYSIA	https://www.artiste.com.my/
MORE ENTERTAINMENT	ARTIST MANAGEMENT, BOOKING AGENCY	MALAYSIA	https://www.facebook.com/moreentertainmentmalaysia
YUNA ROOM RECORDS	ARTIST MANAGEMENT, LABEL	MALAYSIA	https://www.yunaroomrecords.com/
WEBTV ASIA	INFLUENCER MARKETING	MALAYSIA	https://webtvasia.com/
GET KOBE	INFLUENCER MARKETING	PHILIPPINES	https://www.getkobe.com/influencer-marketing-philippines/
AOS COLLECTIVE	ARTIST MANAGEMENT	SINGAPORE	https://www.facebook.com/aoscollective/
AUX MEDIA GROUP	ARTIST MANAGEMENT	SINGAPORE	http://www.aux.com.sg/
CULTURELINK SINGAPORE	ARTIST MANAGEMENT, BOOKING AGENCY, TOUR SERVICES	SINGAPORE	www.culturelink.com.sg
BLOOMR	INFLUENCER MARKETING	SINGAPORE	https://bloomr.sg/
GUSHCLOUD	INFLUENCER MARKETING	SINGAPORE	https://www.gushcloud.com/
ASIA KOL	INFLUENCER MARKETING	TAIWAN	www.asiakol.com
BIN MUSIC	ARTIST MANAGEMENT, LABEL	TAIWAN	https://www.bin-music.com.tw/
CAPSULE	INFLUENCER MARKETING	TAIWAN	https://www.capsuleinc.co/
HIM MUSIC	ARTIST MANAGEMENT, LABEL	TAIWAN	https://www.him.com.tw/
JVR MUSIC	ARTIST MANAGEMENT, LABEL	TAIWAN	http://www.jvrmusic.com/
PRESSPLAY	INFLUENCER MARKETING	TAIWAN	https://pressplay.one/
GMM GRAMMY	ARTIST MANAGEMENT, LABEL	THAILAND	https://www.gmmgrammy.com/th/index.html
KAMIKAZE	ARTIST MANAGEMENT, LABEL	THAILAND	https://www.kamikazemusic2020.com/
MOINDY	INFLUENCER MARKETING	THAILAND	https://www.moindy.com/
WHAT THE DUCK	ARTIST MANAGEMENT, LABEL	THAILAND	https://www.whattheduckmusic.com/

Institution

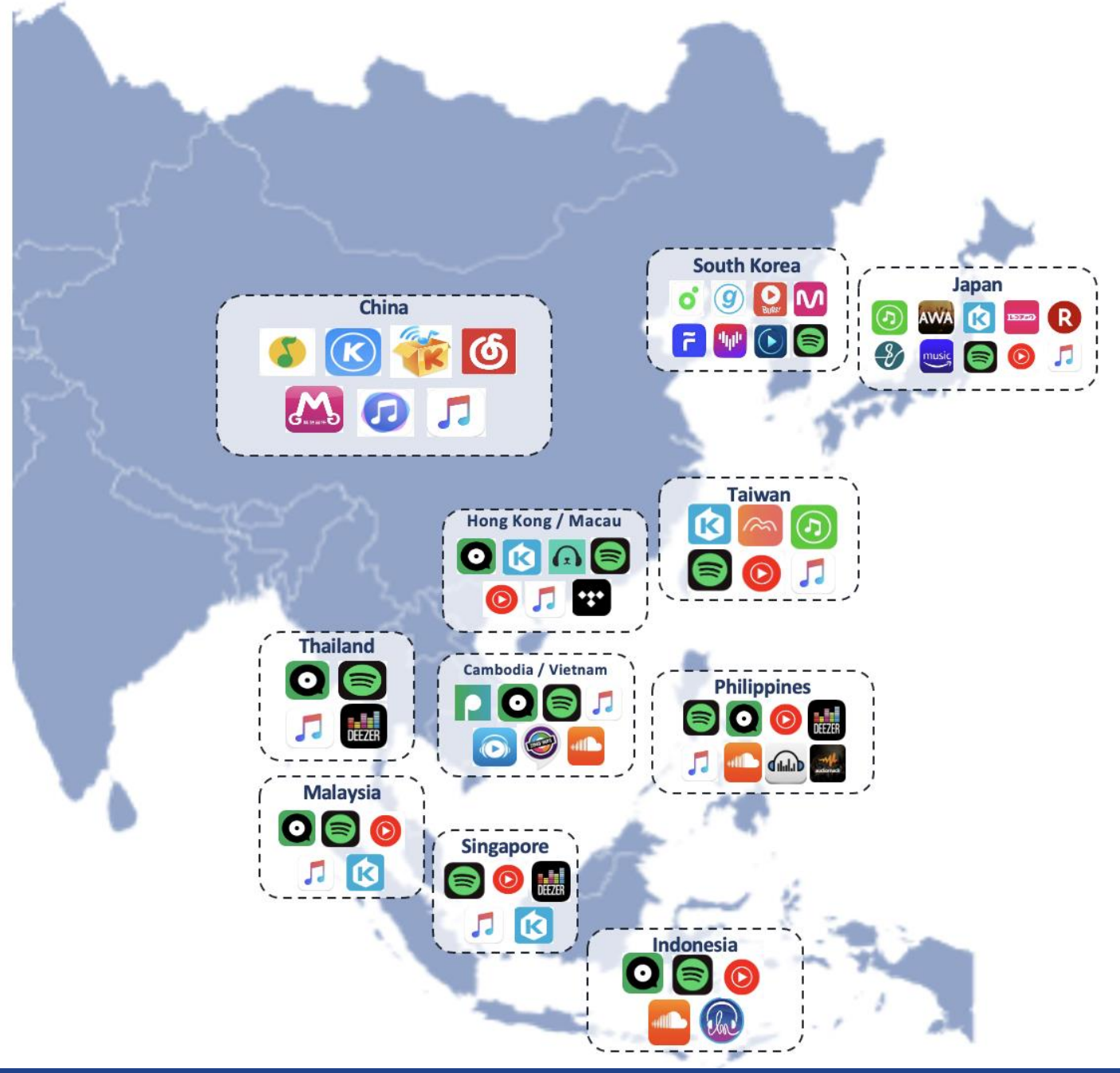
ORGANISME	TYPES D'ACTIVITES	PAYS	SITE INTERNET
COMPOSER AND AUTHORS SOCIETY OF HONG KONG LIMITED (CASH)	PROFESSIONAL ASSOCIATION	HONG KONG	https://www.cash.org.hk/home
PCCW	TELECOM COMPANY	HONG KONG	https://www.pccwglobal.com/
INDIAN REPROGRAPHIC RIGHTS ORGANIZATION (IRRO)	PROFESSIONAL ASSOCIATION	INDIA	https://www.irro.org.in/
PHONOGRAPHIC PERFORMANCE LIMITED (PPL)	PROFESSIONAL ASSOCIATION	INDIA	https://www.pplindia.org/
TELKOMSEL	TELECOM COMPANY	INDONESIA	https://www.telkomsel.com/en
WAHANA MUSIK INDONESIA (WAMI)	PROFESSIONAL ASSOCIATION	INDONESIA	https://www.wami.id/
JAPANESE SOCIETY FOR RIGHTS OF AUTHORS, COMPOSERS AND PUBLISHERS (JASRAC)	PROFESSIONAL ASSOCIATION	JAPAN	https://www.jasrac.or.jp/
NEXTONE INC	PROFESSIONAL ASSOCIATION	JAPAN	https://www.nex-tone.co.jp/english/
NTT DOCOMO	TELECOM COMPANY	JAPAN	https://www.nttdocomo.co.jp/english/
KOREA CREATIVE CONTENT AGENCY (KOCCA)	PROFESSIONAL ASSOCIATION	KOREA	https://www.kocca.kr/en/main.do
KOREA MUSIC COPYRIGHT ASSOCIATION (KOMCA)	PROFESSIONAL ASSOCIATION	KOREA	https://www.komca.or.kr/CTLJSP
RECORD LABEL INDUSTRY ASSOCIATION OF KOREA (LIAK)	PROFESSIONAL ASSOCIATION	KOREA	http://www.liak.or.kr/
KOREAN FOUNDATION FOR INTERNATIONAL CULTURAL EXCHANGE	PROFESSIONAL ASSOCIATION	KOREA	http://eng.kofice.or.kr/
SK TELECOM	TELECOM COMPANY	KOREA	https://www.sktelecom.com/
MAXIS	TELECOM COMPANY	MALAYSIA	https://www.maxis.com.my/
MUSIC RIGHTS MALAYSIA (MRM)	PROFESSIONAL ASSOCIATION	MALAYSIA	http://mrm.my/
PUBLIC PERFORMANCE MALAYSIA (PPM)	PROFESSIONAL ASSOCIATION	MALAYSIA	https://ppm.my/
FILIPINO SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS INC (FILSCAP)	PROFESSIONAL ASSOCIATION	PHILIPPINES	https://filscap.org/
GLOBE	TELECOM COMPANY	PHILIPPINES	https://www.globe.com.ph/
COMPASS	COPYRIGHT MANAGEMENT ORGANIZATION	SINGAPORE	www.compass.org.sg
FOUNDATION MUSIC	INSTITUTION	SINGAPORE	https://www.foundationmusic.sg/
NATIONAL ARTS COUNCIL	GOV AGENCY	SINGAPORE	https://www.nac.gov.sg/
RECORDING INDUSTRY ASSOCIATION OF SINGAPOUR (RIAS)	PROFESSIONAL ASSOCIATION	SINGAPORE	https://www.rias.org.sg/
SGMUSO	PROFESSIONAL ASSOCIATION	SINGAPORE	www.sgmuso.org
SINGTEL	TELECOM COMPANY	SINGAPORE	https://www.singtel.com/
CHUNGHWA TELCOM	TELECOM COMPANY	TAIWAN	https://www.cht.com.tw/en/home/cht
MUSIC COPYRIGHT SOCIETY OF CHINESE TAIPEI (MUST)	PROFESSIONAL ASSOCIATION	TAIWAN	https://www.must.org.tw/
AIS	TELECOM COMPANY	THAILAND	https://www.ais.co.th/en/
MUSIC COPYRIGHT THAILAND (MCT)	PROFESSIONAL ASSOCIATION	THAILAND	https://www.mct.in.th

Credits for slides on TikTok:
 Alan Tang - ASEAN Music and Technology Advisor
 Yu Shan - Korean and China Music and Technology Advisor

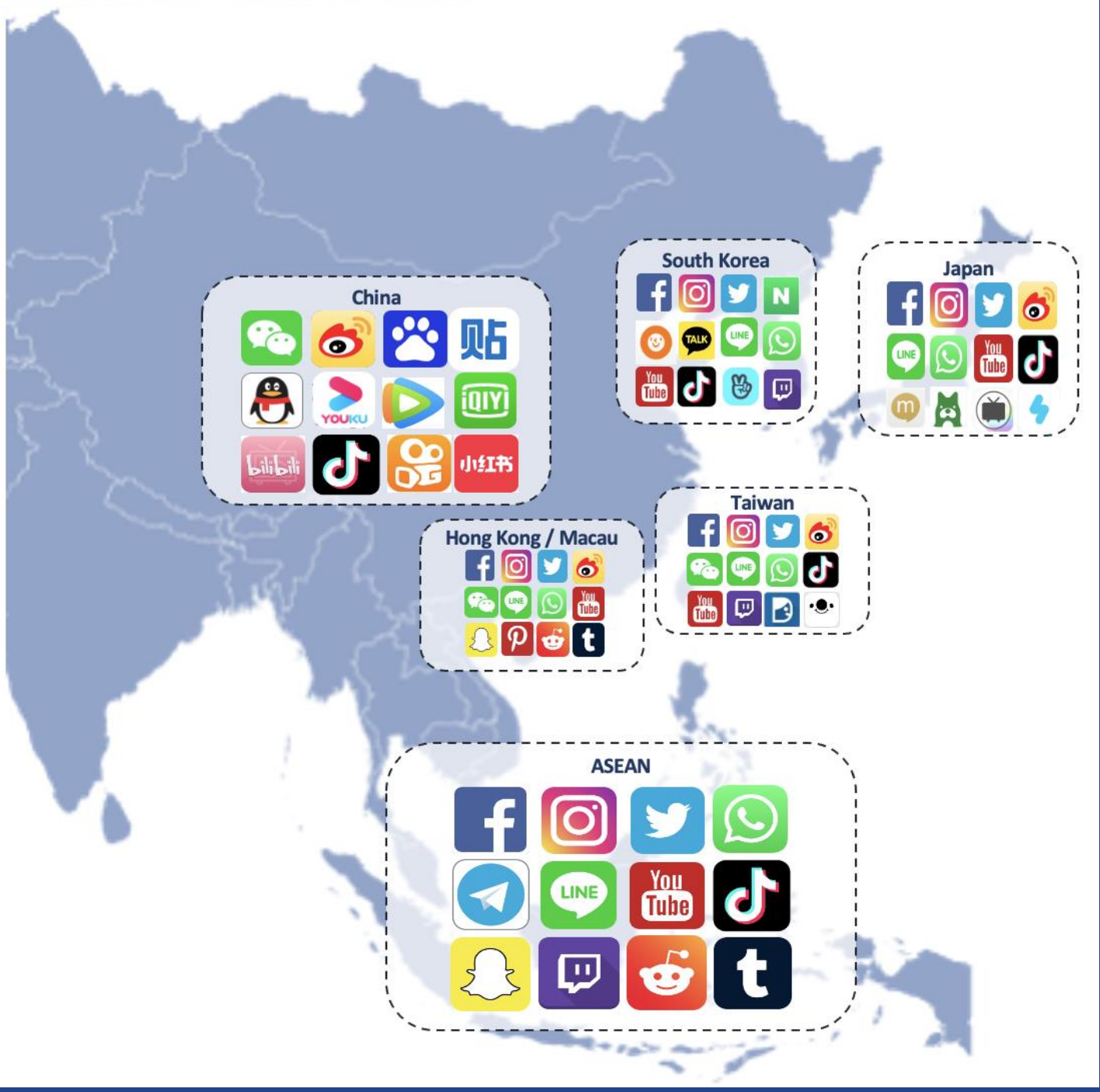
Credits for slides on Facebook and Instagram:
 Dona Inthaxoum - APAC Music and Technology Advisor

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- 2020 - Music in Asia Exporting New Sounds & Innovation - An Exclusive Report by MIDEM
- 2020 - IFPI Global Music Report Full Report: Data and Analysis for 2019
- 2019 - Why is ASEAN - Growth Projections - <https://www.usasean.org/why-asean/growth>
- 2019 - Asia's Future is Now - <https://www.mckinsey.com/~media/McKinsey/Featured%20Insights/Asia%20Pacific/Asias%20Future%20is%20now/Asias-future-is-now-final.pdf>
- 2015 - Measuring Asia's Mobile Transformation - <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/app-and-mobile/measuring-asias-mobile-transformation/>
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- 2020 - Social media in Asia Pacific - statistics & facts - <https://www.statista.com/topics/6606/social-media-in-asia-pacific/>
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- 2020 - **EF English Proficiency Index** - Asia - <https://www.ef.com/wwen/epi/regions/asia/>
- 2020 - **Major Languages Spoken In Asia - Japan** - <https://www.worldatlas.com/articles/major-languages-spoken-in-asia.html>
- 2020 - **Major Languages Spoken In Asia - South Korea** - <https://www.worldatlas.com/articles/major-languages-spoken-in-asia.html>
- 2020 - Global Entertainment & Media Outlook 2020–2024 - <https://www.pwc.com/gx/en/industries/tmt/media/outlook.html>
- 2020 - **Change of tune: Japan music fans moving from CDs to streaming services** - <https://www.reuters.com/article/uk-japan-music-idUKKBN2700K9>
- 2020 - **Korean Wave (Hallyu) – The Rise of Korea's Cultural Economy & Pop Culture** - <https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/>
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- 2020 - Music Streaming Asia South Korea - <https://www.statista.com/oulook/dmo/digital-media/digital-music/music-streaming/asia>
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- 2020 - Music Streaming Asia Japan - <https://www.statista.com/oulook/dmo/digital-media/digital-music/music-streaming/asia>
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- 2021 - **Social media penetration in Southeast Asia as of January 2021, by country** - <https://www.statista.com/statistics/487981/social-penetration-in-southeast-asian-countries/>
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- 2020 - 是粉絲就不要告我啦！威靈頓滷牛筋 | Fred吃上癮 | feat. 韋禮安 WeiBird - Fred (Taiwan Chef) featuring Singer songwriter Weibird - <https://www.youtube.com/watch?v=jOv6pDlU0&list=PLdlkFavSIWZ11WQvDzsH-rjvym5WVPU7&index=49>
- 2020 - Cutting Edge Social Media Trends in 2020 That You Need To Be Aware of - <https://www.dymic.com/digital-marketing/cutting-edge-social-media-trends-in-2020-that-you-need-to-be-aware-of/>
- 2021 - Here's a special message from @afgansyah.1 to celebrate the pre-release of his new song, Say I'm Sorry - https://www.tiktok.com/@tiktoksg/video/6925223864909810946?lang=en&is_copy_url=0&is_from_webapp=v1&sender_device=pc&sender_web_id=6914159965885679105
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Music Streaming Apps in Asia



Social Media Platforms in Asia



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