



Embracing Diverse
Rhythms:

Cultivating Supportive
Connections in ASEAN-
Korea Music Scenes

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INTRODUCTION

02

- The Rich and Diverse Musical Heritage of ASEAN
- Popular Music in ASEAN Countries

Importance of Supportive Connections in ASEAN-Korea Music Scene

03

CULTURAL PRESERVATION AND PROMOTION

- Spreading Cultural Awareness
- Celebrating Shared Values
- Embracing Cultural Identity and Pride
- Preserving Diverse Musical Heritage

ECONOMIC POTENTIAL AND INDUSTRY GROWTH

- Tourism and Cultural Exchange
- Job Creations
- Attracting investments and International Trade and Exports
- Brand Endorsement and Sponsorship

STRENGTHENING REGIONAL COOPERATION AND UNITY

- Collective Artistic Creativity
- Constructing Mutual Understanding
- Symbol of Regional Pride
- “Hacking” The Barriers:
 - Social
 - Linguistic
 - Geographic
- Enhancing ASEAN's global presence in the music industry

POPULAR MUSIC INTER-ASEAN AND WORLDWIDE

- Recognition of popular music inter-ASEAN countries within neighbouring ASEAN nations
- Festivals Promoting ASEAN Music



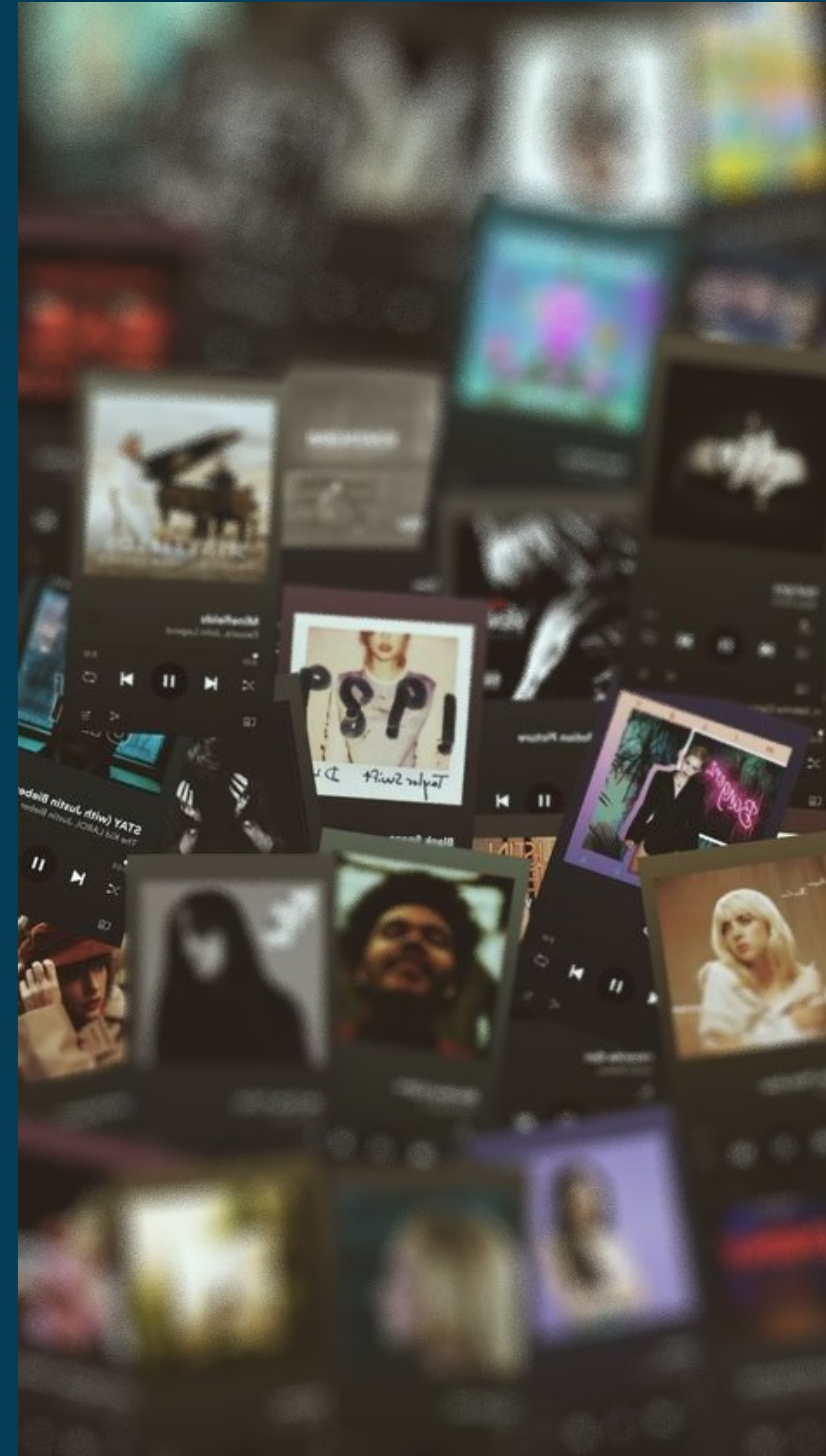
CHALLENGES AND BARRIERS

05

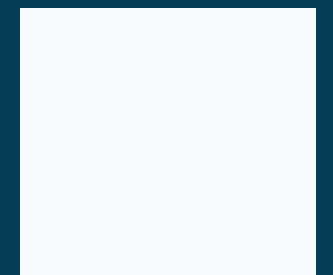
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- ➔ What is Popular Music?
 - ➔ Language and cultural barriers
 - Limited exposure to music from neighboring ASEAN countries
 - Language differences hindering accessibility and understanding
 - ➔ Lack of infrastructure and platforms
 - Insufficient distribution channels for ASEAN popular music
 - Limited platforms for showcasing and promoting regional talents

UNIQUE GLOBAL CONNECTIONS IN SEGMENTED MUSIC GENRES

- ➔ Art and Academic World
 - Classical Music
 - Contemporary and Experimental Music
 - Electronic Music Scene (DJs, Dance music)
 - Jazz Music
 - Traditional Music
 - etc.
- ➔ Music Researches and Artist Residencies



Reinforcing ASEAN-Korea Music Connectivity and Growth



MUSIC SHOWCASES AND FESTIVALS

- ASEAN-Korea focused music festivals to showcase diverse talents
- Organizing smaller but more frequent events to maintain public engagement
- Encouraging cross-border collaborations and exchanges



EDUCATE, UPDATE, INNOVATE: EDUCATION!

09

■ KNOWLEDGE SHARING AND WORKSHOPS

Live Concerts Production

- Crew Trainings
- Visuals
- Venues
- Etc.

Recording Production

- Studio equipment
- Recording techniques
- Etc.

Management and Marketing Strategies

- Talent Development
- Social Media Strategies
- Fan Based
- Etc

■ EXCHANGE PROGRAMS

■ DEVELOPING AND INVESTING IN MUSIC STUDIES

Academic Based Music:

- Music Theory and Composition
- Recording Techniques and Technology
- Music Education and Training
- Cross-Genre Influences
- Musicology and Ethnomusicology
- Performance Techniques
- Songwriting and Lyricism
- Music Psychology and Perception
- Collaboration and Networking
- Music Business and Marketing

Research and Studies:

- Understanding Audience Preferences
- Innovation and Creativity
- Influencing Music Production
- Shaping Music Education
- Examining Music Consumption Patterns
- Analyzing Songwriting and Composition Trends
- Supporting Music Industry Decision Making
- Enhancing Music Journalism and Criticism
- Impact on Music Business Models
- Addressing Social and Cultural Issues

MARKETING AND ARTISTIC STRATEGIES

Reinforcing ASEAN-Korea Music
Connectivity and Growth



Collaborations and
Joint Productions



Music Export and
Promotion



Digital platforms
and streaming
services

GOVERNMENT SUPPORT AND POLICIES

- Financial Support
- Cultural Diplomacy
- Export Assistance
- Education and Training
- Intellectual Property Protection
- Global Promotion
- Tourist Attraction
- Investment in Music Infrastructure
- Cultural Content Support
- Public Relations and Media Campaigns



THANK YOU