

K-pop, J-pop, and what's next?

Little advice on Asian pop music to enter the global market

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*Grand Mint Festival Grand Mint Festival (october) / Beautiful Mint Life (may) / Countdown Fantasy (end of year)
Have A Nice Day (spring, autumn) / Have A Nice Trip (July) / Hiphopplaya Festival (Spring)
* *MPMG Label Festival begins in Bangkok in June, 2024**



1. PAST :

Examples of Asian music entering the world

<60's~80's> An era dominated by British and American pop music

- Sakamoto Kyu (坂本九) : 'Sukiyaki' / #1 on the Billboard Singles Chart for 3 weeks on June 15, 1963
- Freddie Aguilar : 'Anak' / Filipino singer, a worldwide hit in 1978
- Ravi Shankar : The world-renowned sitar musician and Norah Jones's father / Spread psychedelic music to The BEATLES and other pop stars, a major influence on the culture of the hippie generation
- YELLOW MAGIC ORCHESTRA & Sakamoto Ryuichi(坂本龍一) : A giant who made a big difference in electronic music and movie music

* It began to be talked about and became known for its longing for an unfamiliar oriental culture

<90's> Alternative Era

- UK Asian(Asia Underground) : Active artists from South Asia (India, Pakistan, Bangladesh, Sri Lanka) who have entered Europe. Most of the music incorporates electronic sound, and representative artists include Apache Indian, ASIAN DUB FOUNDATION, and CORNERSHOP.

- Japanese Sub Pop Culture(Japanese College Music) : Based on the relaxation of the Japanese bubble economy era, music with a different style of experimentation than Western music and pop culture such as Japanimation. Many artists, including Ken Ishii, CIBO MATTO, and PIZZICATO FIVE, have entered overseas markets at the same time.

* As an alternative era, it was popular among college and hipsters in an atmosphere where music enthusiasts seek and explore new music and culture.

<00's~2016> Pop, Idol, Digital, Youtube, Early K-POP

- Stefanie Sun : Taiwanese Singaporean singer / Surprisingly #1 Billboard Dance Chart
- PSY : 'Gangnam Style' / Examples showing the power of YouTube / #1 in 30 countries, #2 on Billboard for 7 consecutive weeks
- BABY METAL: A Japanese group combining heavy metal and idol performance / It's the starting point of the world tour that MORNING MUSUME and AKB48 haven't tried either

* Unique and popular elements have gained popularity through YouTube, a new video medium. K-pop began to gain popularity mainly in Asia and South America. Rather than being an achievement of Asian music, PSY's success was not an achievement of Asian music, but rather began to draw attention by jumping on the Third World pop music boom at the time. PSY's success began to attract attention by piggybacking on the 3rd world pop music boom at the time.

2. NOW :

Recent trends in Asian music entering the world

<2017~2022> K-POP, New Media and COVID19

- BTS : 'Dynamite' / September 1, 2020, #1 on the Billboard Single Chart by an Asian Artist after 57 years / Became a 21st century pop icon
- BLACK PINK : Brilliant visuals and globally-oriented identity / Active collaboration with international artists
- YOASOBI : In the COVID19 era, Japanimation through OTT became popular again, and singers who sang theme songs became prominent worldwide

* COVID19 occurred during the massive spread of K-pop. As people spend more time at home, new media such as TikTok, Instagram, and YouTube spread, and the word TREND became a representative word of the times. Complete K-pop with unique elements of music style and visuals has settled into a genre. In addition, due to the influence of new media, the trend has changed from a typical type of pop music market centered on large artists to listening music suitable for music platform playlists, and artists related to Japanese animation also rapidly emerged due to the rapid growth of OTT.

<2023~NOW> Pop music market mixed with 3rd world music

- BAD BUNNY : Reggaeton / Latin America including Puerto Rico
- BURNA BOY : Afrobeat / West Africa including Nigeria
- TYLA : Amapiano / Republic of South Africa
- Peggy Goo, WAVE TO EARTH, THE ROSE (Korea) / MITSKI (Japan) / GRRRL GANG, REALITY CLUB (Indonesia) / BEEBADOOBIE, No Rome, Grentperez (Philippines) / KESHI (Vietnam) / Phum Viphurit, Milli (Thailand) / SUNSET ROLLERCOASTER (Taiwan) : More and more Asian artists are entering the global market through large-scale tour agencies and management company.

* While K-pop and J-pop are still popular, new music and artists that capture the individuality of countries that could not be anticipated on the map of pop music are creating new trends around the world, and the trend is accelerating. Also, there are many cases where Asian music, which is close to Western pop music, is gradually gaining prominence in the global market regardless of popularity in their home country.

3. FUTURE :

Will opportunities come to ASEAN?

With the exception of Korea, pop music from ASEAN countries has never been mainstream in the world. Therefore, because it is rather unknown, it is likely to have a new alternative or next big thing status in world popular music. In order to achieve better results, methods can be found in examples that are creating recent trends, and the common points are as follows.

1) Confidence and initiative to enter overseas markets

2) **Combination of trendy genresCombination of trendy genres with unique colors(rhythm, harmony) to the region or culture.**

3) Understanding and research on global platforms

3. FUTURE :

Will opportunities come to ASEAN?

4) Securing consensus for market formation through regional solidarity : People around the world became interested in the curiosity and expectation of the huge market of similar cultures in Latin America and Africa. Recently, interest in the Middle East, which was relatively unknown, is increasing. Each country is important, but it is also important to highlight it as ONE ASEAN culture area.

5) Making ASEAN big stars that can lead world market : a talent to become a star, diverse language speakers, global sense, continuous issue making and media exposure, and common promotion support in ONE ASEAN cultural area)

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