

# RisingStars Asia shakes up the Television Talent Show scene

*RisingStars Asia has completed its first season in the Philippines, revolutionizing talent search with turning the smartphone into a key element of the TV show.*

SINGAPORE, SINGAPORE, July 9, 2015 /EINPresswire.com/ -- Most TV talent shows are the same, right? They queue, audition, sing in front of a celeb jury, and in the end one gets picked over the others by SMS votes for some unfathomable reason. Well, not anymore! [RisingStars](#) Asia, a Singapore company just aired the first season of its revolutionary [talent show](#) format in the Philippines, merging the concept of a traditional TV show with online and mobile technologies. With online auditions and full real time audience interaction, the smartphone is turned into a key element of the programme. RisingStars CEO Andrew Gonczi explains the concept: "We have seen many singing contests around the world where the audience reaction on seeing the winner is typically the exclamation – but I can sing better than that! We have developed a technology whereby anyone can do exactly that – take their mobile phone, pick a music, sing and record a performance and upload it in real time with the push of a button to challenge the singer on the TV screen. The one who can really sing better may continue in the contest. Turning to social media from the RisingStars application, contestants can



reach out to thousands of friends and followers to gain support and collect popular votes online. RisingStars seamlessly merges the power of television, mobile technology, and social media, capturing the imagination of the 'selfie generation' who so far shunned traditional television programming."

RisingStars Asia was established four years ago, and quickly captured the attention of private

investors. It spent three years quietly developing its online and mobile [karaoke](#) platform which has the ability to produce TV quality sound and video recording even on average capability smartphones. Based on this technology, the RisingStars TV show is a game changer to the conventional talent show genre. It is the first to incorporate online talent search and instant audience challenge into a televised singing competition.

The RisingStars Philippines show aired nationwide on the TV5 Network on Saturdays at 10 pm for 10 weeks with celebrity host Ogie Alcasid and co-host Venus Raj (Miss Universe runner up). The show was preceded by 12 online regional contests in all major metropolitan areas, enabling once-in-a-lifetime opportunity to millions of talented people with a dream who otherwise could not afford to be discovered.

All rights to the RisingStars TV show format and the RisingStars karaoke & selfie video recording applications available on smartphones and on the [www.risingstars.asia](http://www.risingstars.asia) website are owned by RISINGSTARS ASIA ONLINE PTE. LTD., a Singapore based technology and media company established in 2011.

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