

Taiwan Beats Line up at SXSW 2017 Calling for Global Collaboration

TAIPEI, TAIWAN, March 13, 2017 /EINPresswire.com/ -- On March the 2nd the Ministry of Culture and GCA Entertainment held a press conference to announce their intention and plans for the 2017 [SXSW](#) music festival. They announced that this year's representatives would be: Golden Melody Awards(GMA) winner Miss Ko, Taiwanese aboriginal reggae singer Matzka winning best band awards at GMA, best newcomer award winner at the Golden Melody Awards, Hello Nico; new generation soul singer Zooney Wonder, Electronic fantasy Orchestra Jade Eyes and the 2011 DMC Taiwan Champion winner DJ QuestionMark. Of special note from these artists is Miss Ko, who offers a unique blend of both English and Chinese bilingual lyrics. Miss Ko grew up in Queens, New York. Only after her university studies in New York did she return to Taiwan, bringing with her a blend of American style hip-hop combined with Chinese lyrics, making her a unique artist in the Chinese and American music market with more than 5 billion viewers and consumers.

The Taiwanese Music Industry in the Global Market

In recent years the popularity of European and American film, television and music has continued to rise in Asia.

As with the Chinese market direct cooperation with the Taiwanese television, film and music industry has also continued to improve resulting in the promulgation of local laws to combat piracy, grant public broadcasting rights and simultaneous release dates. This has had a positive effect for derivative businesses such as album production, concert arrangement and other international business exchanges.

Taiwan, Japan and South Korea are three countries in Asia that are well known for their support both artists and industry in developing their international presence. In Taiwan the significance of the Golden Melody Awards cannot be ignored. In terms of viewership it ranks amongst the top global award ceremonies the other two being The Grammy Awards and the Oscars. Every year the



Grammys and Oscars boast an audience in excess of 1 billion viewers, whilst the Golden Melody Awards holds the highest number exceeding 1.5 billion. Naturally the Taiwanese government actively promotes the award in the hopes of creating cross-sector business opportunities.

Taiwanese Culture and Economic Affairs Ministries to Cooperate in Opening New Market of 5 billion consumers

The Taiwanese Ministry of Culture and Ministry of Economic Affairs have for the first time united to form a single delegation of the respective ministries officials, business representatives from GCA Entertainment and other businesses as well as VR manufacturers. In total this group consists of more than 70 delegates. They hope to promote the advantages of doing business with Taiwan, with the ultimate prize of attracting European and American Business partners, and cooperating to attract more than 5 billion viewers and consumers of new music market around the world.

Amongst the VR manufacturers FUnique VR Studio and LyraVR will be represented in the delegation. LyraVR is already popular in American cities and is sure to receive a lot of attention from the crowds as these two companies promote their technology and products. It is hoped that these companies will be able to effectively demonstrate their products and showcase Taiwan's cutting edge tech at the Taiwan pavilion and realize further business opportunities.

The delegation is expected to arrive in Austin, Texas on March 11th, and hold an international media conference the next day March, 12th. On the 13th they will visit the mayor of Austin to negotiate national events. Finally March the 14th will be "Taiwan Beats" with the 6 artists taking turns to deliver spectacular performances.

In recent years the Taiwan Beats showcase has enabled the performers to display the exceptional talent to be found in C-POP. The 2015 Taiwan Beats team was given media attention, and in 2016 was covered by the 3 biggest media agencies in USA, ABC, Fox and NBC. Needless to say such media coverage has huge benefits for the performers and Taiwan.

Taiwan's new generation of musical talent will continue to participate in international exhibitions creating more and more business opportunities. Director of GCA Entertainment, Ed Yen, made the point that the recent efforts to promote Taiwanese artists through venues such as the American Independent Music Association (AIM) and the American Institute of Taiwan (AIT) had the potential to create more bilingual and international compositions. This potential has the added benefit of creating more business opportunities and promote C-Pop abroad.

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