

Twitter and KKBOX bring the Chinese Pop Wave to the World

Twitter is collaborating with Asia's leading music streaming brand, KKBOX, to become the live communications platform for KKBOX and Cpop artists to engage with millions of fans globally

SINGAPORE, May 27, 2016 - Twitter and KKBOX, Asia's leading music streaming brand, are working to expand the appreciation of Chinese pop music, or Cpop (#Cpop), to a global audience. KKBOX is creating #OnlyOnTwitter Cpop content on their official Twitter account (@KKBOX), including weekly live Twitter Q&A interviews with Cpop artists, autographed video clips from Cpop musicians and producers using Twitter's Challenger app, regular #KKvote contests to engage overseas Cpop fans, and live broadcasting of Cpop concerts and the annual KKBOX music awards via Periscope (@KKBOXTW) to the world. An increasing number of Cpop artists such as Jam Hsiao (@JamHsiao0330), Z-Chen (@zchen0508), May Day (@Mayday_EN), IO Band (@ioband), Tia Ray (@tiaraymusic), Vanness Wu (@VanNessVanWu), Stefanie Sun (@Stefsunyanzi), Kelly Lin (@kellyhlin), JJ Lin (@JJ_Lin), GEM (@GEMoving), Shung Xiao Yu (@ShungXiaoyu), Coco Lee (@cocolee117), and Erika Liu (@ErikaLiu0314) are already on Twitter to amplify their music to the world. With the #LoveCpop campaign from now, Cpop artists are showing support to KKBOX to bring Chinese-language music to the world. Catherine Chien, Marketing VP of KKBOX, said: "KKBOX offers the most comprehensive Asia-pop music library. This year, KKBOX's tracks have grown from 20 million to 25 million. Also, over 2,500 artists and celebrities are longtime supporters of KKBOX. With Twitter as our social media partner, we will co-create exclusive content on Twitter for Cpop fans and artists to share their music appreciation with the world through the live communications platform." Margot Ling, Head of Media Partnerships of Twitter Greater China, said: "We want to bring more Chinese-language content to Twitter to make our global communications platform the live connection to Chinese culture for our users around the world. Music is something that everyone can appreciate and our KKBOX collaboration is a new and exciting way to promote Cpop to the world through real-time interactions and live conversations on our platform. We're thrilled that KKBOX, one of Asia's top music streaming service platforms, will regularly create unique Twitter content with established and emerging Cpop artists, as well as during music concerts and award shows." Twitter and Periscope will be the first social media platform to livecast behind-the-scenes action and song highlights of all Cpop concerts hosted by KKBOX in Taipei and Hong Kong this year. The first KKBOX music event to be featured on Twitter and Periscope will be Z-Chen (@zchen0508)'s concert starting from 8pm Taipei Time on Friday, May 27th. Follow @KKBOX on Twitter and @KKBOXTW on Periscope to enjoy the live video highlights of the upcoming KKBOX LIVE concerts with more to come. - May 27 - Happy Z-Day with Z-Chen - Z-Chen Zhang is a Malaysian Cpop singer who debuted in 2001 and is often called the R&B Prince- June 5 - Jason Chan x Phil Lam Live - featuring the two Canadian-Hong Kong Cpop singers- June 17 - Bingham Yeh x Shennio Lin Live - bringing both the Taiwanese award-winning singers together

Tweet: <https://twitter.com/KKBOX/status/735412651702902784>

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