

**ASIA'S ONLY LOCALLY PRODUCED, REGIONALLY  
SYNDICATED WEEKLY MUSIC SHOW**



**COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES**



**ASIA POP40**



Asia's first regional weekly chart countdown radio show, produced specifically for Asian radio.

Broadcast in both English and Mandarin, the 3-hour show counts down the most popular songs across Asia, combining regional music data to produce a pan-Asian regional radio programme.

ASIA POP40 is aired twice weekly in over 70+ markets across the Asia-Pacific region, from Dubai to New Zealand and throughout China.

Each episode features the latest artist interviews plus the current BuzzTracks from emerging artists and Hit Predictions from popular marquee acts!

The English show is hosted by Joey Chou and Daisy Wang and the Mandarin broadcast by Max Lim.

**We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with ASIA POP40 in 2023, including:**

**SHOW Naming Rights Partners**

**SHOW Partners**

**SHOW Suppliers**

### QUICK FACTS

**ASIA'S FIRST**  
REGIONAL WEEKLY  
CHART COUNTDOWN  
RADIO SHOW

**500 SHOWS**  
ON-AIR SINCE  
JULY 5TH, 2013 –  
500<sup>TH</sup> EPISODE  
IN EARLY 2023

**INTERVIEWS WITH  
TOP ARTISTS...**  
ELLIE GOULDING, BELLA  
POARCH, LAUV, BBNO\$  
AND MANY MORE...

**PLUS!!!**  
**ASIA POP 140**  
AN ANNUAL CHART  
FEATURING THE BEST  
140 SONGS ACROSS  
ASIA CHART FOR  
PREVIOUS YEAR

**70+ MARKETS**  
AVAILABLE ASIA-WIDE  
VIA STREAMING

**BROADCAST ON 70+  
RADIO STATIONS  
ACROSS...**  
AUSTRALIA, CAMBODIA,  
CHINA, GUAM,  
INDONESIA, NEW  
ZEALAND, TAIWAN,  
THAILAND, UAE & USA

**MILLIONS**  
OF LISTENERS  
ACROSS ASIA

**55%-45%**  
MALE / FEMALE

**18-49**  
CORE LISTENER

**HOSTED BY...**  
JOEY CHOU, DAISY  
WANG & MAX LIM

**INTERNATIONAL...**  
RECORDING STUDIOS  
IN TAIWAN, LOS ANGELES  
AND KUALA LUMPUR

**40,000+  
SOCIAL MEDIA**  
FOLLOWERS ON  
FACEBOOK, TWITTER  
& YOUTUBE



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## PACKAGES

Sponsorship and partnership packages to suit differing levels of budget and branding needs...



### ASIA POP40 SHOW TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the ASIA POP40 Show across all markets
- Presenting Sponsors with naming rights to the ASIA POP40 Show in specific broadcast markets e.g. Australia, Cambodia, China, Guam, Indonesia, New Zealand, Taiwan, Thailand, USA & UAE



### OFFICIAL ASIA POP40 SHOW PARTNERS

- Up to six Official Show Partners from non-competing categories with show branding



### OFFICIAL ASIA POP40 SUPPLIERS & MEDIA PARTNERS

- Up to 10 x Official Suppliers providing goods and services essential to ASIA POP40
- Up to 10 x Media Partners providing advertising and guaranteed editorial for ASIA POP40

## RIGHTS

**Sponsorship packages include a range of benefits, including:**

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

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**DJS**



### **DAISY WANG**

Daisy grew up in the suburbs of Sydney, Australia and fell in love with acting after her role as Ms. Hannigan in a kindergarten production of Annie. Prior to moving to the United States, she pursued passions in business and fashion. Daisy is a graduate from the Stella Adler acting conservatory program and lives in Los Angeles full-time. Being part of ASIA POP40 means she gets to listen to fresh new music every week and share that with all you lovely listeners out there.



### **JOEY CHOU**

Born in Taipei during an era that saw the rise of great Taiwanese Mandopop artists like Jay Chou, Jolin Tsai, A-Mei and David Tao. Joey moved to Vancouver and was introduced to Canadian legends such as Bryan Adams, Alanis Morissette, The Tragically Hip and... Nickelback. His eclectic musical upbringing, coupled with more than a decade of tenure as a disc jockey and voice actor at Taiwan's only all-English radio station I.C.R.T, set him on the fateful path of becoming the host to ASIA POP40 in 2019.



### **MAX LIM**

Max is a Chinese-Malaysian radio & entertainment jockey and commercial voice actor. He has been a music & entertainment radio show announcer for the past 18 years and is currently the host of the Mandarin broadcast of ASIA POP40, spending much of the time listening to his favourite artists – OneRepublic, Ed Sheeran, Tanya Chua, Taylor Swift, and Charlie Puth to name a few. Max says, 'Life is short', therefore he is inspired to live an extraordinary life. He looks forward to experiencing and sharing more amazing things with you in the future, both professionally and personally.



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## INTERVIEWS

**ASIA POP40 is the home for interviews with top artists from Asia and around the world.**

Leading artists are interviewed by Joey Chou and uploaded to social media channels, including YouTube and Facebook.

### Recent interviews include:

Em Beihold	SHYE	Hailee Steinfeld
Zedd	Salem Ilese	Larkins
Alec Benjamin	JVKE	Sofi Tukker
Bella Poarch	Aurora	Waiting For Smith
James Bay	Keshi	Vlade Kay - Lauv
Elley Duhé	Fior	George Sheppard
Ellie Goulding	Ava Max	Ahzee
Rei Brown	Charlie Puth	Sheppard
bbno\$	Gayle	The Sam Willows
Anne-Marie	Jamie Miller	Annale
Faouzia	Alessia Cara	Sickick
Valentina Ploy	Chad Pepper	Amy from Stonefield
PJ Morton	The Shindellas	Fatin Shidqia Lubis



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## 2023 ACTIVITY



ASIA POP40'S primary goal for 2023 is to continue amplifying and interviewing music artists from around the world and expand its station partner network, podcast, website and social reach.

## DJ ACTIVITY



ASIA POP40 DJs – Joey Chou, Max Lim and Daisy Wang are available for Personal Appearances (PAs) at venues of your choice including visits to your business premises as well as public speaking to your staff, customers and clients.

## ASIA POP 140 CHART



Counting Down The Biggest Tracks Of Last Year. This Asia Pop 140 Chart lists the top 140 most popular songs across Asia for the previous year.

Opportunities for Sponsors, Partners & Suppliers to associate through online branding.

## PODCAST



The ASIA POP40 podcast is produced by EON and is available on all main channels including Spotify.

Opportunities for Sponsors, Partners & Suppliers to associate through online branding.

## OTHER OPPORTUNITIES

ASIA POP40 is pleased to discuss any other requirements of Sponsors, Partners & Suppliers to maximise their exposure and that of their products and services.



**ASIA  
POP 40**

**18-49**  
**AGE RANGE**

### PRIMARY MODE OF LISTENING

During prime commute hours – either to and from school and/or work

## UNITED ARAB EMIRATES

50,137 average monthly  
listeners for Dubai only  
(day broadcast; taken in June 2021)

522,000 monthly average listeners  
(for 2021 Q1, Q2 only)

5th in radio market share  
58% female listeners in this market  
44% of the audience listens to  
the last hour of the episode

Qing Ting FM  
优听radio

## DAILY STREAMING

2.4M Subscribers on Qing Ting FM  
3.45M Subscribers on Ximalaya

**AIRING 24HRS IN CHENGDU**

**95** 7-11 Stores

## 325 Wowo Convenience Stores

## 300 Hong Qi Convenience Stores

## 115 FOOK Convenience Stores

**310** Lawson stores

## 180 A Station Convenience Stores

**260** 24客 Convenience Stores

## 150 Wowo Convenience Stores





**ASIA  
POP 40**

A horizontal banner displaying logos for several Chinese radio stations. From left to right, the logos include: 中国之声 (China Voice), 102.7 FM, 97.5 FM, 中国之声 (China Voice) logo, STAR 101, RB FM87.7, 105.1 FM, GEM 98.7 FM, 中国之声 (China Voice) logo, MONSTER 87.105.3 FM, LOVE 107.1 FM, Fm 90.9, 105.1 FM, iHeart RADIO, 96.7 FM, 102.7 FM, SURF 102.5 FM, chill POP, 102.5 FM, iradio, 102.5 FM, and iCART.

**www.asiapop40.com**

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## WHY GET INVOLVED

**Association with ASIA POP40 offers  
Sponsors, Partners & Suppliers numerous  
benefits including:**

### **Brand Association & Alignment**

with Asia's only locally produced, regionally  
syndicated weekly music show, recognised  
both globally and regionally

### **Image Enhancement & Brand Exposure**

raising brand awareness of products and  
services through music

### **Targeting Youth**

show audience is younger adult biased

### **Promotional Marketing**

branding across ASIA POP40 assets

### **PR**

national, regional and worldwide media exposure

### **Digital & Social**

branding on ASIA POP40 website and social media

### **Hospitality & Networking Opportunities**

entertaining target audiences; internal and external  
bringing ASIA POP40 DJs to your events

### **Sales & Experiential Marketing**

showcase of your products and services

**An association with ASIA POP40 not only  
strengthens awareness of a sponsor's  
products and services but also confirms  
its position as an industry leader.**

**ASIA POP40 would suit a wide range  
of brands from many sectors, including:**

Airlines	Legal
Apparel	Logistics
Automobiles	Manufacturing
Banking	Not For Profit
Beverages	Photography
Car Hire	Pharmaceuticals
Construction	Professional Services
Consulting	Recruitment
Consumer Electronics	Retail
Courier	Shipping
Credit Cards	Technology
Engineering	Telecommunications
Environment	Timing
Finance	Transport
Food	Travel
Hotels	Utilities
Insurance	



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## MAIN BENEFITS

### BRAND EXPOSURE

The opportunity to integrate with ASIA POP40

**ON ASIA POP40 WEBSITE & SOCIAL CHANNELS**

### MEDIA, PROMOTION & PR RIGHTS

Sponsors, Partners & Suppliers can create media coverage through news PR activity. There will be coverage in local, national, Asian regional and international media including Social, Online, TV, Radio and Magazines.

**ASIA POP40** is hot news. All Sponsors, Partners & Suppliers will have rights to associate with ASIA POP40 for PR and advertising activity and can create content through: DJ association; Online Promotion; and Press Conferences.

#### **PR campaigns ensure wide coverage, featuring:**

- Media engagement and editorial in lifestyle magazines
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

### MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

### PROMOTION

ASIA POP40 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, ASIA POP40 is widely promoted across both international and local stages.

In addition, direct mails, e-newsletters and the promotion of the platform's news via social media are all used to reach target audiences.

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## MAIN BENEFITS

### DIGITAL & SOCIAL RIGHTS

**FACEBOOK**  
**17,000**  
**FOLLOWERS**

**TWITTER**  
**14.3K**  
**FOLLOWERS**

**WEB**

Website Views YTD: 14,906

Average Users: 1,506 / month

Average New Users: 1,471 / month

Average Page Views: 5,155 / month

Average Sessions: 1.98 / user

All based on past two years

**Acquisition Demographics:**

49% organic search,

42.5% direct, 7% social

**YOUTUBE**  
**6.01K SUBSCRIBERS**  
**1.8 MILLION VIEWS**

## EXPERIENTIAL RIGHTS

ASIA POP40 offers a major opportunity to target key audiences.

## HOSPITALITY & NETWORKING RIGHTS

ASIA POP40 offers an opportunities to entertain customers, clients and executives. This is an excellent way to do and promote your business through a number of opportunities.

## MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, ASIA POP40 caps and t-shirts. All to be approved by EON before production and distribution.

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INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	TITLE SPONSOR (GLOBAL) & PRESENTING SPONSORS (COUNTRY SPECIFIC)	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Right to title – [Title Sponsor Name] ASIA POP40 2023 presented by [Country Specific Presenting Sponsor Name] for advertising & PR use (worldwide for Title Sponsor and in specific country only for Country Specific Presenting Sponsor)	Yes		
Right to title – Official Partner [Title Sponsor Name] ASIA POP40 2023 presented by [Country Specific Presenting Sponsor Name] for advertising & PR use worldwide		Yes	
Right to title – Official Supplier / Official Media Partner [Title Sponsor Name] ASIA POP40 2023 presented by [Country Specific Presenting Sponsor Name] for advertising & PR use worldwide			Yes
Category Exclusivity The identity of the space in connection with the Title & Presenting Sponsor must always predominate and take precedence over others	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>LOGO &amp; IMAGE RIGHTS</b>			
Right to generate & use existing (with approval of ASIA POP40) ASIA POP40 images (still and moving) in all Sponsor advertising & promotional materials	Yes	Yes	Yes
Development of ASIA POP40 2023 composite logo	Yes		
<b>BRAND EXPOSURE</b> Branding is allotted: 50% amongst Tier 1; 30% amongst Tier 2; 20% amongst Tier 3			
<b>IN SHOW BRANDING</b>			
Brand mention in Show	Dominant	Yes	Yes
<b>ONLINE &amp; SOCIAL BRANDING</b>			
Logo presence on asiapop40.com and social sites	Dominant	Yes	Yes
Logo presence on ASIA POP 140 section of asiapop40.com and social sites	Dominant	Yes	Yes
Logo presence on ASIA POP40 Podcast	Dominant	Yes	Yes

INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	TITLE SPONSOR (GLOBAL) & PRESENTING SPONSORS (COUNTRY SPECIFIC)	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
<b>OTHER BRANDING</b>			
Media Backdrops – logo presence	Dominant	Yes	Yes
<b>PROMOTION, ADVERTISING &amp; PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL &amp; NON-DIGITAL CONTENT)</b>			
Inclusion in digital and non-digital promotional campaign running throughout the year, including advertising campaigns and any print materials	Dominant	Yes	Yes
Inclusion in any official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels	Yes	Yes	
Inclusion PR / Editorial Campaigns running throughout the year	Yes	Yes	
Right to host press conference and a launch event to announce partnership	Yes	Yes	Yes
Personal Appearances DJs – activity to be agreed	Additional	Additional	Additional
Use of DJ / fame and imagery in advertising and PR	Additional	Additional	Additional
<b>DATA RIGHTS</b>			
Promotion to ASIA POP40 Databases. Inclusion in any e Newsletter mailings	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
VIP passes to any organized events. Numbers to be agreed	Yes	Yes	Yes
Access to other Sponsors & Partners, where applicable	Yes	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>			
Opportunity to promote products and services	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Right to produce and sell merchandise with the Official logos and trademarks of ASIA POP40	Yes	Yes	Yes



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## ORGANISERS



ASIA POP40 is written and produced exclusively by EON Media Group.

### **EON MEDIA GROUP**

ASIA POP40 is a division of EON Media Group Pte. Ltd. Singapore, a company operating at the intersection of music, media, marketing and entertaining content production.

For over a decade, EON has provided commercial and creative solutions for artists, individuals, companies and organisations. With its heart in Asia, the company serves clients all over the world. EON has partnered with some of the biggest names in the global entertainment industry, including: Air Asia, Aria, Chugg Ent, Emirates, Imagine Holidays and Creative Artists Agency.

<http://eonmusicmedia.com/>

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