

FOR IMMEDIATE RELEASE



23 FEB  
2019  
ALLIANZ ECOPARK ANCOL  
JAKARTA

THE F THING PRESENTS

# FUTUREPUBLIC

IN PARTNERSHIP WITH THE LIVESCAPE GROUP

A BRAND-NEW REVOLUTIONARY MUSIC FESTIVAL EXPERIENCE TAKES OVER JAKARTA

**Jakarta, ID:** Indonesia's first fashion-forward establishment by MNC Group, The F Thing has announced a stellar collaboration with The Livescape Group to present the debut of FUTUREPUBLIC music festival, which will take place at the renowned Allianz Ecopark Ancol in Jakarta, Indonesia on Saturday, 23 February 2019.

As an evolving trendsetter, The F Thing noticed a gap that needed to be filled in the local lifestyle and music scene. Knowing that they could make a difference, the idea of FUTUREPUBLIC was born. The experiential music festival is set to bring music, fashion and lifestyle enthusiasts together to experience a totally unique event in Jakarta for the very first time.

The brand's vision isn't just limited to highlighting the advancement of fashion through creative visuals, editorial pieces and news. With O2O (online to offline) as its core, The F Thing has immersed itself in creating various activations and events that bridges the gap between fashion and lifestyle. The F Thing's vision of creating a truly unique experience that appeals to their followers sees them collaborating with Livescape Group, one of the biggest event agencies in Southeast Asia that is no stranger to curating experiential events.

"Music festivals are a big part of today's youth's lifestyle. FUTUREPUBLIC will be a uniquely different music festival, blending in music, fashion, and other elements of lifestyle. We believe in the radical. The radically positive new generations that will bring about change and innovation,"

**Valencia Tanoesoedibjo**  
The F Thing's CEO and founder

"The F Thing has entrusted us with their concept and creative freedom to redefine what this festival experience should be and we cannot wait for everyone to experience it come February 23rd, 2019."

**Yudha Budhisurya**  
Managing Director  
The Livescape Group's Indonesian division

FUTUREPUBLIC was conceived to bring forth a brand-new festival concept that has never been done before in Indonesia. The festival will see the organisers transform the Allianz Ecopark Ancol into an immersive world of art, creativity, technology and imagination with its visionary landscape that falls in line with The F Thing's core principals.



WWW.FUTUREPUBLIC.ID



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The luscious venue will transport festival-goers into a futuristic world that features two mind-blowing stages, the F-Stage and the House Party. These two platforms will host an array of world-renowned hip-hop, soul, electronica and pop artists. FUTUREPUBLIC has just announced its first phase line-up which sees them bringing down Grammy Award nominee, **Mura Masa** and Los Angeles based DJ and producer, **TOKiMONSTA** as headliners with more highly sought-after international acts to follow.

Mura Masa's collaborated track with A\$AP Rocky, "Lovesick" peaked at top spot number on the Spotify Viral charts in the United Kingdom and the United States. TOKiMONSTA's résumé includes releases on Flying Lotus's Brainfeeder label and collaborations with names like Anderson .Paak, eclectic and atmospheric beats propelled her own star to world-class festivals.

## FIRST PHASE LINEUP ANNOUNCEMENT

WATCH HERE

Supporting them at FUTUREPUBLIC are Indonesia's most celebrated local heroes like **A. Nayaka, Dipha Barus, Inside Out Choir, Kallula, Matter Mos, Monica Karina** and **Tuan Tigabelas**.

With Allianz Ecopark Ancol creating the perfect backdrop to the music, the festival will also feature state-of-the-art installations and lighting effects throughout the venue. Festival punters will get to roam free and journey to the deep ends of the magical neon forest and the vibrant neon house.


In addition, the festival will also be serving a plethora of food and beverage selections across the festival grounds for guests to keep their momentum at a high. Festival punters can also take a break from the music and explore the cleverly converted shopping area located at the festival grounds — a familiar concept often organized by The F Thing through its various offline activations, and as such it distinguishes the festival from the rest.

Being the first fashion/lifestyle e-commerce and digital media platform, The F Thing aims to be the bridge for the creation of new trends, culture, and act as a one stop hub for both local and global fashion brands in a single portal.

With FUTUREPUBLIC as their first festival, The F Thing is set to revolutionise the festival scene and teleport fans into a futuristic utopia of musical supremacy with its ultimately fresh concept whilst setting the tone on what's to be an innovative festival experience unlike any other.



Pre-sale phase 1 tickets for General Admission tickets are currently available at IDR 400,000, while limited Early Entry before 5pm ticket category is priced at IDR 300,000 (Price is not inclusive of 25% government tax). VIP pre-sale phase 1 is also available at IDR 800,000. Other ticket tiers will be announced soon. For more information visit FUTUREPUBLIC official website [www.futurepublic.id](http://www.futurepublic.id) and by subscribing to FUTUREPUBLIC's newsletter, you stand a chance to win free tickets.

 [WWW.FACEBOOK.COM/FUTUREPUBLICFEST.ID](https://www.facebook.com/futurepublicfest.id)

 [WWW.INSTAGRAM.COM/FUTUREPUBLIC.ID](https://www.instagram.com/futurepublic.id)

[WWW.FUTUREPUBLIC.ID](http://www.futurepublic.id)





## ABOUT THE F THING

The F Thing is Indonesia's first fashion/lifestyle e-commerce and digital media platform by MNC Group. The F Thing is about Fashion, Fusion, Forward. With fashion being its core, The F Thing's dedication is not only focussed on the progression of fashion through creative visuals of editorials and news but also to be a medium of commerce for fashion and lifestyle industry.

Born in an era of transition from traditional to digitalization, The F Thing aims to stay relevant and be omnipresent, channeling its content through online 24/7 and through various offline activations and events. A hybrid between fashion/lifestyle e-commerce and digital media, The F Thing aspires to be a platform that moves talents, artists and brands to be encouraged and empowered to be discovered and grow successfully. And also, The F Thing aims to be the leading player for digital fashion/lifestyle in SEA and beyond.

## ABOUT LIVESCAPE GROUP

The Livescape Group is Southeast Asia's largest award-winning lifestyle and corporate event management company, with offices in Singapore, Jakarta & Malaysia. The Livescape Group has successfully created and managed world class events, such as Asia's Largest Festival at Sea -IT'S THE SHIP that recently announced its expansion with multiple sailings added from China and Japan in 2019.

The organization's Indonesia arm has independently churned out unforgettable home-grown events including the Armin Only showcase and DGTL LVE. Its 360-degree approach to event management has driven them to be the go-to event agency for the best-known brands on the planet.

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# IT'S THE SHIP ANNOUNCES ADDITIONAL SAILING IN JAPAN

ASIA'S LARGEST FESTIVAL AT SEA TEASES SURPRISE EXPANSION  
INTO JAPAN WITH MORE TO COME



SINGAPORE, 13 MARCH 2018: THE LIVESCAPE GROUP, IN PARTNERSHIP WITH ITS J CO. LTD., ANNOUNCED THE EXPLOSIVE RETURN OF THE BIGGEST CRUISE FESTIVAL IN ASIA, IT'S THE SHIP WITH A NEW ADDITION TO THE FAMILY, IT'S THE SHIP JAPAN. THIS IS THE FIRST TIME THE MUSIC CRUISE FESTIVAL WILL DEPART FROM A DIFFERENT DESTINATION OUTSIDE OF SINGAPORE.

THIS YEAR MARKS THE BRAND'S 5TH YEAR ANNIVERSARY WITH THE MAIDEN VOYAGE SET TO TAKE PLACE IN SINGAPORE IN NOVEMBER THIS YEAR. THE TEASER VIDEO PREMIERED TODAY ON THE OFFICIAL IT'S THE SHIP JAPAN [FACEBOOK](#) PAGE.



ITSTHESHIP.JP  
#ITSTHESHIP \* #ITSHIPBAN



# IT'S THE SHIP

ASIA'S LARGEST FESTIVAL AT SEA



FOLLOWING THE SUCCESS OF THE PAST FOUR SAILINGS, IT'S THE SHIP IS NOW POISED TO CONTINUE ITS STRONGHOLD AS A MUST-WATCH EVENT IN ASIA, WITH A HOST OF SURPRISES IN STORE FOR ITS UPCOMING EXPANSION. LAST YEAR'S SAILING WHICH WAS THE BIGGEST THE BRAND HAS SEEN, SAW A TOTAL OF 4,000 SHIPMATES TRAVEL FROM OVER 88 COUNTRIES TO SET SAIL ONBOARD THE UNFORGETTABLE DANCE MUSIC CRUISE FESTIVAL.

PAST SAILINGS HAVE FEATURED SOME OF THE WORLD'S MOST POPULAR ARTISTES INCLUDING YELLOW CLAW, KREWELLA, DADA LIFE, DASH BERLIN, CHVRCHES, HIGHER BROTHERS, KNIFE PARTY, TIGERLILY, ALY & FILA, ANDREW RAYEL, FAR EAST MOVEMENT, AND OVER 250 OTHER INTERNATIONAL AND REGIONAL ACTS. THE 2016 AND 2017 SAILINGS ALSO MADE A SPLASH BY FEATURING DAVID HASSELHOFF AND TYSON BECKFORD AS UNFORGETTABLE SHIP CAPTAINS.



ITSTHESHIP.JP  
#ITSTHESHIP \* #ITSHIPBAN



REGISTER NOW AT [WWW.ITSTHESHIP.JP](http://WWW.ITSTHESHIP.JP) TO RECEIVE THE LATEST UPDATES AND TO STAND A CHANCE TO WIN A FREE CABIN ONBOARD. TO STAY IN THE LOOP, FOLLOW IT'S THE SHIP JAPAN ON [FACEBOOK](#), ON [TWITTER](#), AND ON [INSTAGRAM](#).



## ABOUT THE LIVESCAPE GROUP

THE LIVESCAPE GROUP IS SOUTHEAST ASIA'S LARGEST AWARD-WINNING ENTERTAINMENT AND CREATIVE AGENCY. OFFERING IN-HOUSE MARKETING, CREATIVE DESIGN, EVENT PRODUCTION, LOGISTICS MANAGEMENT, AND ARTIST MANAGEMENT AND BOOKING, THE LIVESCAPE GROUP HAS SUCCESSFULLY CREATED AND MANAGED WORLD CLASS EVENTS INCLUDING IT'S THE SHIP, ROCKAWAY FESTIVAL, ARMIN ONLY EMBRACE, AND AFTER DARK SOCIAL CLUB (ADSC). OUR 360-DEGREE APPROACH TO EVENT MANAGEMENT HAS DRIVEN US TO BE THE GO-TO EVENT AGENCY FOR THE BEST-KNOWN BRANDS ON THE PLANET. THE LIVESCAPE GROUP CURRENTLY HAS OFFICES BASED IN MALAYSIA, SINGAPORE, AND JAKARTA.

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# TWP (THE WHITE PARTY) TO FEATURE EDM SENSATION, MARSHMELLO THIS DEC 10

*DJ MAG's 28<sup>th</sup> top DJ in the world, known for his US Billboard Hot 100 chart topper hit, 'Alone', is set to perform at KL Live for TWP (The White Party).*

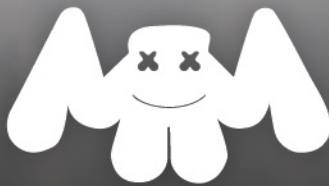
Marshmello, the mysterious electronic dance music DJ known for performing in his trademark white helmet mask and all-white outfit will perform at KL Live this December 10<sup>th</sup>. Organised by The Livescape Group, in collaboration with KC & Friends, the event will be a part of TWP (The White Party).

# TWP

KUALA LUMPUR'S PREMIER WHITE PARTY

**PRE-REGISTER  
NOW!**

<http://bit.ly/MarshmelloKL>



# MARSHMELLO

KL LIVE, LIFE CENTRE  
10 DECEMBER 2017 (PUBLIC HOLIDAY EVE)

**TICKETS FROM RM98**

**LIVESCAPE**  
EXPERIENCE • SINGAPORE • INDONESIA

**KC  
& FRIENDS**

**Pulse**  
HEART OF ELECTRONIC MUSIC

**CIRCLE**  
TALENT AGENCY



**ALIFE**

**18+**



After gaining international recognition in 2015 with the release of his remixes of Jack Ü's "Where Are U Now" and Zedd's "Beautiful Now", Marshmello soon collaborated with a range of well-known artists including Omar LinX, Wrabel, Ookay, Slushii, and Demi Lovato. In January 2017, his song "Alone" appeared on the US Billboard Hot 100 chart and he was later named by Forbes as one of the world's highest paid DJs.

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*We are very happy to announce that Marshmello will be painting Kuala Lumpur white this 10<sup>th</sup> December at KL Live. Our last TWP sold out show, DJ Snake exceeded our expectations, and this year, we expect a bigger turnout especially with the release of his new hit 'Silence'. We look forward to seeing all of Marshmello's excited fans this December and due to the high demand we urge everyone to purchase their tickets early as we are expecting another sold out show", Matthew Dason, General Manager of The Livescape Group says.*

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TWP (The White Party) has in the past featured well-known international artists including DJ Snake, Steve Aoki, and Afrojack. It aims to provide guests with a heightened premium clubbing experience. Guests are required to come dressed in white as part of the event's dress code.

Pre-sale registrations are now open at <http://bit.ly/MarshmelloKL>. Limited Early Bird tickets to "TWP Presents Marshmello" show are priced at RM98 with the Regular tickets priced at RM138 (exc. 6% GST and RM4 ticketing fee). VIP table packages will be available for booking with more details to be released soon.

Official event hashtag: #TWPMarshmelloMY






## About The Livescape Group

The Livescape Group is Southeast Asia's largest award-winning entertainment and creative agency. Offering in-house marketing, creative design, event production, logistics management, and artist management and booking, The Livescape Group has successfully created and managed world class events including IT'S THE SHIP, Rockaway Festival, Armin Only Embrace, and After Dark Social Club (ADSC). Our 360-degree approach to event management has driven us to be the go-to event agency for the bestknown brands on the planet.

The Livescape Group currently has offices based in Malaysia, Singapore, and Jakarta.




**WWW.LIVESCAPEGROUP.COM**

 livescapeasia  @livescapeasia  @Livescapeasia

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## About KC & Friends

KC&Friends is a group of young & talented entrepreneurs in the entertainment field which over the years have organized many concerts & assisted in artist bookings. KC&Friends is responsible for creating the TWP (The White Party) series, ASAHI Live, & PLAYFEST among other events in Malaysia.

 kcfriendsand  @kcnfriends  @kcnfriends

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15  
DECEMBER  
2017

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**ARMIN  
VAN BUUREN**

KL LIVE, LIFE CENTRE

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CO-PRESENTED BY:

**DCODE**

CREATE • OWN • DISCOVER • EXPERIENCE

ORGANIZED BY:

SUPPORTED BY:

**armada**

**david  
lewis**  
AMSTERDAM NEW YORK HONG KONG



**LIVESCAPE**

**EQ** ELECTRONIC  
QASH

**ALIFE**

**18+**

# ARMIN VAN BUUREN

## TO PERFORM LIVE IN KUALA LUMPUR ON DECEMBER 15

Armin Van Buuren, one of the most recognised DJs and producers in the world is set to perform at the iconic entertainment hub, KL Live this 15th December. This event is organised by The Livescape Group and Electronic Qash and is supported by DCODE, and ALIFE (Arts, Live Festival and Events Association).

This intimate show will be a part of the megastar's 2017 global tour that will also feature shows in Asia and Europe. The live show will take place at the revamped KL LIVE, Kuala Lumpur's very own entertainment and live events hub known for hosting more than 100 internationally recognised musicians and bands including DJ Snake, Bring Me The Horizon, Skrillex, and Sum 41.

*"Armin Van Buuren is known for creating once-in-a-lifetime shows and to be able to catch him live in a private setting will definitely make it an unforgettable night. This time round, we are giving his fans a chance to enjoy a club experience but in an intimate setting – something that will be very special for his fans."*

*"This Grammy-nominated artist is renowned for selling out his shows, which is why we urge everyone to purchase their tickets early as we are expecting a sold-out show"*

Matthew Dason  
General Manager  
The Livescape Group



ORGANIZED BY:

SUPPORTED BY:







Private Early Bird pre-sale registrations are now open at <http://bit.ly/2g11o3Q>.

The full list of ticket prices will be announced soon.

For more information on the event, log on to [www.livescapedgroup.com](http://www.livescapedgroup.com) or [www.facebook.com/livescapeasia](https://www.facebook.com/livescapeasia). Alternatively, fans can also follow Livescape on Instagram via the handle @livescapeasia or on Twitter via @Livescapeasia.

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ORGANIZED BY:

SUPPORTED BY:





**PERSATUAN PENGGIAT FESTIVAL ANTARABANGSA (ALIFE)**

[PPM-036-10-03062014]

61, JALAN GASING, 46000 PETALING JAYA, SELANGOR

# ALIFE

**FOR IMMEDIATE RELEASE**

**23<sup>RD</sup> JANUARY 2018**

## **ALIFE SAYS #EnoughIsEnough**

*Association of the Arts, Live Festivals and Events (ALIFE) calls for immediate action on the current issues facing the Malaysian events and entertainment industry*

The non-profit body, ALIFE is taking a stand and voicing out support to better safeguard the Malaysian live events and entertainment industry. Shedding light on important issues and concerns faced by the industry within the past two years, ALIFE aims to bring about better treatment for Malaysian organizers and promoters alike.

ALIFE has found that for the past two years, there have been multiple threats of cancellations being made against local event promoters and live protests being conducted outside event venues prior to the shows. False statements were also found circulating online in regards to two music events that took place on 8<sup>th</sup> and 15<sup>th</sup> December 2017 at KL Live. The organisers of these targeted events are both trusted members of ALIFE and have continued to generate credible live events in Malaysia for many years.

The organisers of the two targeted events, Mr. Iqbal Ameer of the Livescape Group and Mr. Ben Law of Future Sound Asia, adhered to the necessary guidelines and protocols set by specific governing bodies including PUSPAL, Kuala Lumpur City Hall (DBKL) and the Royal Malaysian Police Force (PDRM) prior to both events and received verbal and written support from all government bodies involved. Support by these honourable institutions proves that these events have gone through a check-and-balance system of the highest quality, an important aspect in advancing the local events industry to an international level.

ALIFE and its members, which include event promoters, service providers, venue liaisons, and industry stakeholders, have continued to work together with government agencies and organisations to create successful events that feature well known artists from around the world. Even though many music events that took place in 2017 were faced with heavy protests and negative counteraction, these events have been proven to benefit our country's overall gross domestic income whilst creating more awareness about our music industry.

Contrary to the Malaysian Islamic Party's (PAS) recent claims that international acts are choosing to skip our country, in 2017 alone our industry has featured some of the world's biggest and best-selling pop acts including Selena Gomez, Ed Sheeran, and two of the biggest DJs in the world, Tiesto and Armin Van Buuren. Unbeknownst to many, the main reason artists are unable to perform in our country is most often due to scheduling or financial constraints.

All of these issues have collectively created negative consequences for event organisers, confused consumers, and adversely affected ticket sales. This in return has jeopardized the livelihood of local businesses and, ultimately, the state of the Malaysian live events and entertainment industry.



**#KEEPITALIFE**

**FACEBOOK: ALIFEMY**





# ALIFE

## **PERSATUAN PENGGIAT FESTIVAL ANTARABANGSA (ALIFE)**

[PPM-036-10-03062014]

61, JALAN GASING, 46000 PETALING JAYA, SELANGOR

Due to this, ALIFE together with its members, are taking a stand today and have agreed to take necessary action to safeguard the growth of the events and entertainment industry in Malaysia. This press conference serves as the first step to putting a stop to the unjust and discriminatory treatment received by Malaysian organisers and promoters.

Furthermore, we would like to appeal to the relevant ministries, ministry officials, and councils to review, streamline, and improve the standard operating procedures (SOPs) involved when organising events in Malaysia. This is to ensure all parties involved work hand in hand for the benefit of the entertainment and events industry and the country.

ALIFE believes that support for our industry and what we do is crucial to our country's current position in the world. We need all industries' assistance to create a more positive industry that is free from negatively-charged third parties that are only interested in personal political mileage. The close cooperation of all stakeholders will significantly improve the chances of developing an effective business environment that will help our industry thrive in the future.

### **Notes for editors:**

Official event hashtag: #EnoughIsEnough

Official photos download link: <http://we.tl/hl9u9gw0AG>

-END-

### **ASSOCIATION OF THE ARTS, LIVE FESTIVALS AND EVENTS (ALIFE)**

Association of the Arts, Live Festivals and Events (ALIFE) is an organisation working on a non-profit basis to be the guardian and the voice of the events and entertainment industry. ALIFE aims to fight for and protect the rights of event producers, promoters, performance art providers, service providers, venues and all stakeholders in the industry. ALIFE is run by its members, for its members through an elected council of representatives, specialist working groups, and a full-time executive. Participation in ALIFE's committee structure enables members to influence how the association addresses the issues facing the industry and lobbies government or other bodies.

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**#KEEPITALIFE**  
**FACEBOOK: ALIFEMY**



**PERSATUAN PENGGIAT FESTIVAL ANTARABANGSA (ALIFE)**

[PPM-036-10-03062014]

61, JALAN GASING, 46000 PETALING JAYA, SELANGOR

# ALIFE

## **MALAYSIA MAJOR EVENTS (MME) INDUSTRY STATISTICS FOR 2016**

<b>TOTAL NUMBER OF EVENTS</b>	<b>52</b>
<b>FOREIGN ATTENDEES</b>	<b>112,672</b>
<b>TOURISM EXPENDITURE</b>	<b>RM595 million</b>

*Source: Malaysia Major Events (MME) Factsheet 2017*

## **RECORDING INDUSTRY ASSOCIATION OF MALAYSIA (RIM)**

### **ECONOMIC IMPACT ANALYSIS FOR 2017**

<b>OUTPUT IMPACT</b>	<b>RM12.2 - RM13.4 billion per year (2011 – 2015)</b>  Every Ringgit spent in the music industry generates about RM2.19 - RM2.20 of output for the Malaysian economy, consistent with typical output for other industries.
<b>VALUE-ADDED IMPACT (GDP)</b>	<b>RM5.5 - RM6.1 billion per year</b>  Every Ringgit spent in the music industry generates RM0.99 - RM1.00 of value-added for the Malaysian economy.  Core industries generated 36% of the music industry's GDP impact, while associated industries generated 64%, illustrating the significant economic contribution of associated industries.
<b>EMPLOYMENT IMPACT</b>	<b>75,198 jobs - 83,113 jobs per year</b>  Every RM1 million spent in the music industry supports 6 jobs, indicating a relatively high proportion of skilled labour.
<b>TAX IMPACT</b>	<b>RM228 - RM247 million per year</b>  The music industry attracts investors and talent, and brings cultural and social benefits of cultivating a music city.

*Source: RIM-PwC Economic Impact Study on the Malaysian Music Industry*



**#KEEPITALIFE**  
**FACEBOOK: ALIFEMY**



## **PARA RAJAGOPAL – PRESIDENT OF ALIFE**

Good afternoon and welcome, dear friends and fellow colleagues of the industry.

It is a great honor to have you here with us on this momentous day.

The landscape of our social culture has drastically changed in the last decade and these changes have impacted how live events are judged and perceived by certain parties who have negative views and they amplify their views in a very loud and negative manner that worry many regulators. These worries can result in your event not getting approved.

SO ALIFE is your voice to speak out and make the unknown, clear to the relevant stake holders. ALIFE's mission is to be the quarterback of this industry and to help the various business that directly and indirectly benefit from events. These can only be achieved with clear policies in place.

A successful event and entertainment industry creates value for our country in several important ways including economic growth, job opportunities, tourism development and expenditure, and artistic growth. All of these also contribute to the strengthening of our country's overall brand ranking. The Malaysia Major Events Factsheet states that our industry has contributed RM595 million in tourist expenditure in 2016 with over 200,000 foreign attendee visits in 2017.

We need to seek the values in our differences. It is too often that we operate from old habits and fears, where a sense of threat is often met with a desire to cling to traditional and safe patterns. Our quality of life is now being threatened and our industry could possibly face financial downturn. It is our duty as Malaysians to fortify our industry by making sure our country's overall image as a multi-cultural, forward thinking, and progressive nation with moderate values lives on.

Before I leave, I would again like to thank all of you for being here; to the Royal Police Force and local councils, thank you for staying neutral and supporting our industry without fail; and to my industry mates, change is constant, but it doesn't make it easy. Now is our turn to stand up and take charge, and for us to do that, what we need is your continuous support. We will not sit quietly and watch the industry we love disappear into oblivion.

Which is why today, we are saying ENOUGH IS ENOUGH of negativity towards live entertainment industry, ALIFE and its members are committed to conduct all our events in line with all guidelines, our only request is be given equal opportunity and respect to work hand in hand with all stakeholders, regulators for the benefit of all.

Thank you.

## **Script for Azimy @ ALIFE Press Conference**

Good afternoon to our distinguished guests, members of the media, friends, and family. On behalf of ALIFE, we would like to thank all of you for taking the time to join us today. Your support means the world to us.

Now ladies and gentlemen, members of the media, today, we are all here to speak out and take a stand against the multiple issues that have continued to plague the events and entertainment industry for the past few years. This includes event cancellations, postponements, and online backlash by third parties.

ALIFE aims to be the guardian and the voice of the events and entertainment industry. Today we are facing these issues head on. All of our businesses, our incomes, our livelihoods will be affected if we do not try and make a change.

To begin the event, we would like to show you a short video to showcase the difficulties our industry has faced in the past.

**<VIDEO>**

To give you more insight into the current condition of our industry, I would like to invite Mr. Matthew Dason, the General Manager of the Livescape Group to share a few words of wisdom.

**<MATTHEW SPEECH>**

Thank you Matthew.

As I'm sure you're aware, most of us are here because we love what we do, and we want to stand up for what we love. We aren't here to fight. We aren't here to compete. We are here to protect the things that have taken us years to create, our livelihood and our passion for the live events scene.

To give you more details on how our industry has affected the livelihood of thousands of people, I would like to call one of the best talents in our Malaysian local EDM scene, Blink to share his thoughts on the matter.

**<BLINK SPEECH>**

Thank you Blink. I would now like to invite Mr. Andrew Netto, the Brand and Marketing Director from Digital Aid for a word or two.

**<ANDREW NETTO SPEECH>**

Thank you Andrew.

Now I would like to invite Mr. Edy Fathullah, the Vice President, Southeast Asia of Total Sports Asia Group to share his thoughts on how these issues are affecting the job opportunities and livelihood of venue providers in Malaysia.



### <EDY FATHULLAH SPEECH>

Dear guests and friends from the media. The Malaysian Recording Industry Association (RIM) currently represents over 170 locally incorporated recording companies and businesses, all of which handle the production, manufacturing and distribution of local and international recordings in our country. Unbeknownst to most of us, the Malaysian music industry has impacted our country's GDP with billions of revenue and thousands of job opportunities per year.

To give you more insight into this side of the industry that most of us are unfamiliar with, I would like to invite Mr. Darren Choy, the Chairman of the Recording Industry Association of Malaysia to share his opinions on the current issues our industry is facing.

### <DARREN CHOY SPEECH>

Thank you Darren. The future of our events and entertainment industry is now being jeopardized. To share more details on this, I would like to call Mr. Rizal Kamal, the CEO of LOL Events to share his thoughts on the current state of the industry.

### <RIZAL KAMAL SPEECH>

Thanks you Rizal.

Music is meant to be savoured, enjoyed, and shared. More people should have access to music as it has been proven to lower stress and improve your mood, and I'm sure all of you agree with me. To understand more on the effects our industry has on our country's culture and economic development, I would like to invite Mr. Para Rajagopal, the President of ALIFE and the Managing Director of PR Worldwide to share his thoughts on the current state of our industry.

### <PARA SPEECH>

Thank you Para for your thought-provoking words.

Before I end, I would like to take this opportunity to go on record to thank all of you, our fellow industry supporters and friends from the media for taking some time off to be with us today. Thank you all for supporting this event and here's to hoping for an improved, untroubled, and peaceful live events scene in the future.

Media friends, our speakers are now available for one on one interviews. If interested, please do speak to Nadia, Fara, or Azirah here and they will help.

Again, thank you for your support. Here's hoping for a better and more transparent future for Malaysia's events and entertainment industry.

### <INTERVIEW SESSION>